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THE NATIONAL NEWSPAPER OF MARKETING

R. E. Kintner — Hurleigh — Stanton

SERIOUS TALK—*FTC Chairman Earl W. Kintner urges broadcasters to help devise a "plan without loopholes" to clean up ads on radio and tv at conference of FTC and industry leaders. Opposite him are Robert Kintner, NBC president; Robert F. Hurleigh, Mutual president, and Frank Stanton, CBS president.*

FTC Pats Broadcasters' Heads; Sets Consumer Group Rally on False Ads

FTC Staffers See New Avenues for Cooperation Resulting from Meeting

WASHINGTON, Dec. 2—The Federal Trade Commission's meeting with the top brass of the radio-tv industry today had the appearance of being largely ceremonial, with industry leaders providing capsule summaries of their efforts to deal with deceptive advertising.

FTC Chairman Earl Kintner told the broadcasters in strong terms that the commission is counting on their cooperation. But most of the discussion was composed largely of very general descriptions of the way the networks and the industry handle commercial copy.

■ Later, there was considerable speculation among visiting broad-

(*Continued on Page* 118)

47 Groups Invited to Discuss List of Marketing Sore Spots Dec. 21, 22

WASHINGTON, Dec. 3—The Federal Trade Commission announced today a new approach to its fight against tricky advertising—a conference to alert civic, professional and welfare organizations to some of the more virulent strains.

A two-day meeting here with consumer organizations—the first in the commission's history—is to be held Dec. 21-22, in the belief that the commission can get some assistance in alerting consumers to the kinds of advertising and sales methods which are most likely to deceive.

Included on the guest list—the meeting is by invitation only—are most of the organizations which regard themselves as protectors

(*Continued on Page* 117)

Dailies Have Own Payola, Overplay Radio's: Sweeney

NEW ORLEANS, Dec. 4—Kevin Sweeney, head of the Radio Advertising Bureau, this week warned newspapers that radio might begin to strike back if they continue to "overplay" the broadcast payola story.

In a speech before the advertising club here he called payola the "most overplayed newspaper story of the year." He said payola in radio didn't represent more than the "tiniest fraction of 1% of the music played.

"We suggest to the newspapers which have overplayed the payola story that they resist their competitive urge to needle broadcasters every day, because they might get more than they bargained for," he continued.

"Radio is no longer the tame pussy cat of the '40s. We are unwilling to be shoved around without cause, to cast down our eyes and say, '*Mea culpa*' when a couple of bright young men take money to play records. We are more likely to lash back at our friendly competitors in print saying, 'Tidy up your own payola

(*Continued on Page* 117)

NAB Tightens Code Rules on Ads, Plugs

Group Rejects Clipp Proposal for Ubiquitous Seal; Seeks More Members

WASHINGTON, Dec. 4—The National Assn. of Broadcasters today bolstered its tv code with amendments aimed at deceptive commercials, plugs and "payola" and at rigged quiz shows and news interviews.

Action was dictated by a feeling that the industry must demonstrate determination to meet criticism, according to G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of NAB's tv board.

The amendments adopted today embrace three proposals presented to the board by Donald McGannon, Westinghouse Broadcasting Corp., chairman of the association's tv code review board. Discussion of a fourth proposal, involving time allowed for commercials, could not be completed for a vote at today's meeting, Mr. Shafto said.

Before taking up the code amendments, the board rejected a proposal by Roger Clipp, vp of Triangle radio and tv stations, who has urged pre-broadcast clearance of commercials.

■ Mr. Shafto said the Clipp plan is contrary to the concept of a voluntary code. "The basic concept of our code does not include censorship before the fact," Mr. Shafto explained. "Moreover, the Clipp plan requires a magnitude of activity so enormous it would involve costs in the millions, which the industry is not prepared to pay."

As it is, Mr. Shafto reported,

(*Continued on Page* 8)

Burnett 'Friendly' Spanking Angers Magazine Men

NEW YORK, Dec. 3—A group of magazine publishers, who had gathered here Tuesday to accept thanks for their cooperation in the U.S. savings bond drive, were rocked back in their chairs by charges that magazines:

• Are beset by "bitter and destructive selling."

• Place growing emphasis on regional editions, "bizarre ad sizes," inserts, gatefolds and other devices which tend to "overshadow the editorial integrity of a magazine."

• Appear to have been "taken over" by the "business office and the promotion boys," forcing good editorial men to "capitulate to the brass."

■ The remarks came from Leo Burnett, who was invited to the luncheon as head of the volunteer agency (Leo Burnett Co., Chicago) for the U.S. savings bonds ad campaign. His agency is putting about 21% of its more than $100,000,000 worth of commissionable advertising into magazines this year.

Though Mr. Burnett spoke to a small gathering at a closed meeting, word of his remarks quickly spread around Madison Ave. The Magazine Publishers Assn. said, "Mr. Burnett's remarks apply to a whole industry too varied and individualistic for such a general-

(*Continued on Page* 122)

K&E Seen Choice for Lever's New Dinner-Redy Unit

NEW YORK, Dec. 4—Lever Bros. Co. refused this week to confirm or deny that Kenyon & Eckhardt has been assigned the advertising of its newly acquired Dinner-Redy frozen meats—but the appointment seemed inevitable.

Lever bought the five-year-old Dinner-Redy Corp. in October. Earlier this week it was announced that the Dinner-Redy account will leave Harold J. Siesel Co. on Jan. 1. A release from Siesel said the account is being transferred to a Lever agency.

Two weeks ago today K&E announced the resignation of the $1,250,000 Wilson & Co. meat account because of "conflicts" with other clients.

It appeared today that Dinner-Redy represents the conflict.

■ Dinner-Redy, which is now being integrated into the Lever organization, markets only two products—frozen turkey slices in giblet gravy and frozen ham slices in raisin sauce. Both are packed in a special aluminum foil package which allows them to be cooked in four minutes.

The question arises: Why should K&E resign a plus-$1,000,000 client for an account billing far less?

The answer given here this

(*Continued on Page* 118)

F&S&R Broadens West Coast Activity; Merges with Stromberger, Lavene

Eastern Agency May Bill $45,100,000 This Year; SLM Adds $5,000,000

NEW YORK, Dec. 3—Beginning Jan. 1, Stromberger, Lavene, McKenzie will be the Los Angeles office of Fuller & Smith & Ross.

Announcement of the "acquisition by merger" of the West Coast agency was made here yesterday by Robert E. Allen of F&S&R. Fuller & Smith & Ross expects to bill $45,100,000 this year. Stromberger, formed in 1953, put its billing at $5,000,000.

Mr. Allen said the merger would give Fuller & Smith "the strongest possible representation in the one strategic business center of the nation where we have heretofore maintained only broadcast service."

T. L. Stromberger, president of the Los Angeles shop, who will become senior vp of the combined operation, said his agency had grown "to the point where national expansion was necessary." He added that the merger "will permit both increased growth and increased service to SLM clients."

■ Stromberger, Lavene, McKenzie clients include General Petroleum, Occidental Life, McCulloch Corp., Kal Kan foods and Pacific Tile & Porcelain. Fuller & Smith & Ross has Alcoa, Libbey-Owens-Ford, Sherwin-Williams, A. B. Dick and Matson Navigation.

Fuller & Smith & Ross started in 1907 with one account worth a $50-a-month service fee. After 52 years in business, it likes to characterize itself as an agency that is one of only 17 which are ranked AAA-1 by Dun & Bradstreet; has total assets in excess of $4,000,000;

(*Continued on Page* 118)

Last Minute News Flashes

B&B, Doherty, Clifford Get Shulton Products

NEW YORK, Dec. 4—Shulton Inc. is switching advertising of Desert Dri deodorant and an unnamed new product from Wesley Associates to Benton & Bowles, and advertising of 3 Way Curl from Wesley to Doherty, Clifford, Steers & Shenfield. Both are new agencies for Shulton; Wesley retains the major share of the account.

Jersey Standard to Keep Ogilvy at Work in '60

NEW YORK, Dec. 4—Standard Oil Co. (New Jersey), which appointed Ogilvy, Benson & Mather to handle an "extra" institutional campaign in 1958 (AA, Aug. 25), today told ADVERTISING AGE that it will continue to use the agency in 1960. The company said a recommendation to retain OBM will be made at a board meeting next week. The company's "regular" institutional advertising is handled by McCann-Erickson. The "extra" campaign billed about $1,000,000 in 1959.

Perfect Circle Talks to Agencies

HAGERSTOWN, Ind., Dec. 4—Perfect Circle Corp., manufacturer of piston rings, is talking to four or five agencies in a reexamination of its advertising setup. A decision on whether the company will retain Henri, Hurst & McDonald, Chicago, will be made within two weeks. The account bills more than $750,000.

(*Additional News Flashes on Page* 117)

Maryland Legislature to Consider Control over Savings & Loan Ads

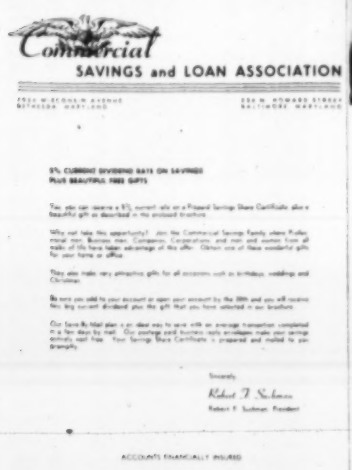
Fraud Disclosures Lead to Move to End Status as 'Reno' of Industry

ANNAPOLIS, Dec. 2—Following disclosure by Louis J. Lefkowitz, New York state attorney general, of fraud jeopardizing more than $100,000,000 deposited in savings and loan associations across the nation, a subcommittee of the Maryland legislative council is developing legislation to control advertising by state building and loan associations.

Although Mr. Lefkowitz has named only one Maryland savings association in his disclosures, proposed state legislation would affect the current advertising and operations of some 374 building, savings and loan associations throughout the state. Legislators have been joined by state insurance commissioners and the Maryland Savings & Loan League in calling for laws to counter Maryland's reputation as the "Reno" of the savings and loan business.

■ Current pressure is for statutes to control advertising by the associations which mislead prospec-

(Continued on Page 119)



'FINANCIALLY INSURED'—*This disputed phrasing appears on this Baltimore company's mail piece.*

Bantob Stockholders Set Reorganization; Schaflander Is Out

NEW YORK, Dec. 3—Bantob Products Corp., maker of non-tobacco Vanguard cigarets, was saved from the auction block today when a group of stockholders announced plans to reorganize the company under Chapter 11 of the Bankruptcy Act.

Earlier this week, Bantob filed an assignment in supreme court here for the benefit of creditors. The assignee, New York Credit Men's Adjustment Bureau, told ADVERTISING AGE it represented "roughly" 500 creditors who claimed total liabilities of about $800,000.

The credit company scheduled an auction for Monday Dec. 7 to sell Bantob's assets, but today adjourned the sale after learning a reorganization was in the works.

■ Benjamin Javits, partner in Javits & Javits—former attorneys for Bantob—and "substantial stockholder" in the company, indicated that a principal casualty of the reorganization will be Gerald M. Schaflander, president. When asked about Mr. Schaflander's status with the company, Mr. Javits replied, "He's out."

Mr. Schaflander also acted as director of Bantob's controversial ad program. He was formerly a principal in an ill-fated sales promotion company, Gerald, John & Associates, which was assigned to creditors in December, 1957 and

(Continued on Page 122)

Wachter Joins NL&B as Knox Reeves Shuts Chicago Office

CHICAGO, Dec. 4—Frederick J. Wachter, vp in charge of the Chicago office of Knox Reeves Advertising, has resigned to join Needham, Louis & Brorby as vp and account supervisor.

Frederick Wachter

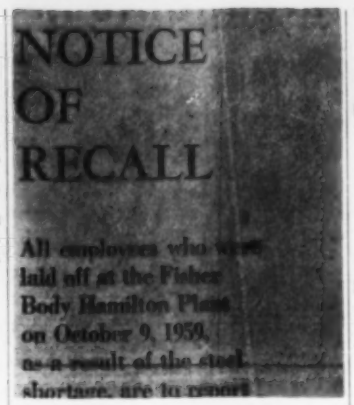
At the same time, Knox Reeves announced that it has closed its office here. The agency opened the office only four months ago (AA, July 27), primarily to service the Mars Inc. account. The $3,000,000 Mars business shifted from Knox Reeves to Needham, Louis last month (AA, Nov. 2, 16).

Mr. Wachter joined Knox Reeves earlier this year (AA, Feb. 23) as a vp. Before that, he was exec vp and general manager of Erwin Wasey, Ruthrauff & Ryan's eastern division, New York. #

MacGillivray Leaves MacLaren to Join Chrysler of Canada

Kenneth A. MacGillivray has resigned as public relations director of MacLaren Advertising Co. to assume the same post at Chrysler Corp. of Canada Ltd., Windsor, effective Jan. 1. Mr. MacGillivray joined MacLaren prior to the second world war and was associated with the General Motors account for more than 20 years.

MacLaren also lost another top automotive public relations man this week when Hugh Pryce-Jones was engaged by General Motors, a MacLaren client. Mr. Pryce-Jones will head a new communications section of GM's public relations department at Oshawa, Ont.



COME BACK—*Auto plants throughout the country are using newspapers, radio and mail to inform employes laid off because of the steel shortage to report back to work. Fisher Body division of General Motors Corp. advised its Hamilton, O., plant workers via this ad in the Cincinnati Enquirer.*

Car Ads Canceled During Steel Strike Lost, Gone Forever

DETROIT, Dec. 3—Automotive advertising in all classifications canceled or postponed during the period that car production was slowed by the steel strike is largely lost forever to media. Reinstatements of ads scheduled and postponed will only fill the spots that might have gone to later scheduling. Time is the element and time has been running out. You can't sell next year the space or air time you had available in 1959.

Key men in auto advertising, cheered by resumption of car building, are still holding back on complete future commitments, in view of what may happen Jan. 26 when the 80-day Taft-Hartley cooling-off period in steel ends. There is still no contract in steel, nor sign of one being reached before that date.

■ Some increase of the ad flow, however, is expected by mid-December, when all car makers will be back in production. General Motors, hardest hit, expects to resume assembly of Cadillacs, Corvairs and Chevrolets Dec. 7 and of all assembly operations by

(Continued on Page 117)

Wool Ad Groups Split on Identity of Rival

Sheep Council Sets Unit to Push U.S. Wool; Other Fibers Worry Wool Bureau

DENVER, Dec. 3—The American Sheep Producers Council has pulled out of the Wool Bureau and is setting up its own wool promotional division, effective July 1.

The council is receiving inquiries from agencies interested in soliciting the advertising account of the newly established division. Potts-Woodbury, Kansas City, is the council agency.

Interested agencies may obtain a nine-page questionnaire and fact sheet from the council. All questionnaires must be returned on or before Dec. 25.

Total wool promotion budget for the program will be in excess of $1,000,000. The commissionable advertising billing will be between $600,000 and $700,000.

The wool division will promote American made woolens and worsteds. Agencies will be narrowed to three or four, and these will be invited to make an oral presentation to the staff and wool advisory committee of the council in Denver Jan. 13 to 15.

Fact sheets and questionnaires may be obtained by writing J. M. Jones, executive secretary, American Sheep Producers Council, 909 17th St., Denver 2.

■ The council's withdrawal from the Wool Bureau came as a sudden announcement and was promoted by the council's decision to promote only American-made wool products.

The Wool Bureau has been jointly sponsored by funds from the American Sheep Producers Council and from the International Wool Secretariat (the latter supported by funds from the British Commonwealth nations). For

(Continued on Page 119)

NBC Sees Clients First; Agencies Hit MD Radio Net

NEW YORK, Dec. 3—National Broadcasting Co. last night faced a hostile audience of pharmaceutical agency men who were given details of NBC's new Medical Radio System service for doctors' offices (AA, Nov. 16).

The service, scheduled to begin next September, will be in effect a closed-circuit broadcasting system for physicians. There will be 13 hours of broadcasting a day through an fm multiplexing system. Special receiving equipment will have to be installed in doctors' offices.

Each doctor agreeing to have the equipment installed in his office will pay a tax-deductible fee of $120 a year. However, the bulk of support is expected to come from program sponsorship

(Continued on Page 117)

Gillette to Spend $3,250,000 on Debut of Super Blue Blade

BOSTON, Dec. 4—Gillette Safety Razor Co. will use daily newspapers for the first time in 25 years beginning in January as a part of a three-month $3,250,000 campaign to introduce its new Super Blue blade.

The drive will also include magazines, "Cavalcade of Sports" on tv and radio, Sunday comics sections and Gillette's spot radio disc jockey schedule.

The story of the Super Blue blade, which the company calls "one of its most important scientific break-throughs," will be told via a public announcement format with no illustrations. In the tv commercials, four top newspaper men will promote the new blade.

The Super Blue blade will be sold in stores later this month at ten blades for 69¢.

■ The introductory newspaper schedule calls for four ads of 1,640 lines each to run in 265 newspapers in 180 markets beginning Jan. 10, with insertions scheduled to appear every third week.

Four b&w pages will run in *Life*, *Look*, and *The Saturday Evening Post*. Beginning with the Jan. 16 issue of *SEP*, the four ads will run in each of the three magazines on a staggered schedule, with the final one appearing March 24.

The campaign kick-off will come during Gillette's 12th annual tv and radio presentation of the Rose Bowl game on New Year's Day. Beginning on New Year's Night, Gillette's "Friday Night Fights" will deliver commercials on the new premium blade. The blades will likewise be mentioned on Friday, Jan. 15, during the National Individual Match Game Bowling Championship from Omaha, which will replace boxing that night.

■ Gillette, which has been a regular advertiser in Sunday comics sections for 24 consecutive years, will run two insertions on the Super Blue blade in its list of 224 Sunday newspapers. These also will be on a staggered schedule to supplement the other print advertising.

Gillette will also distribute 15,000 new full-window displays. These will start going into windows after Christmas.

Maxon Inc., New York, is handling the campaign. #

Shaw Joins LaRue Agency

Fred L. Shaw, since 1953 a principal in Richardson-Shaw, Detroit, has joined the staff of LaRue, Cleveland Inc., Detroit.

Highlights of This Week's Issue

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Art Directors Club of Chicago names Abbott Laboratories winner of three medal awards in its advertising art competition ..... **Page 26**

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The Emptors Are Caveating . . .

When It Comes to Ads, Consumers' Guard Is Up, Research Center Says

NEW YORK, Dec. 1—There is no presumption of truth in an ad.

The consumer attitude is: "It may or may not be true." They—the consumers—do not for a moment believe it is true. They are well aware that the advertiser is trying to get them to do something—and their guard is up.

In other words, the consumer accepts the ad as an ad—not as a factual news story, nor as a creative conceptualization such as a novel, although the ad has elements of both of these communication forms.

These were some of the hypotheses advanced today in the rarefied atmosphere of the Hotel St. Regis roof, scene of an almost daylong presentation by the Center for Research in Marketing Inc., three-year-old Peekskill, N. Y., offshoot of Dr. Ernest Dichter's Institute for Motivational Research.

Two earnest refugees from Dr. Dichter's organization—William Capitman and Paul A. Fine, president and exec vp, respectively, of the center—presented to some of their clients the results of a new study, "The Effect of Advertising on Purchase Decisions."

Messrs. Capitman and Fine emphasized that they were not offering any panaceas. They called their report "a preliminary analysis," a start toward the scientific study of how advertising works.

Nevertheless, they claimed, on the basis of depth interviews with

(Continued on Page 93)

Volvo Stresses Quality, Dealer Liaison in Push

Auto Importer Puts $800,000 in Ads, Sees '59 Unit Sales of 24,000

NEW YORK, Dec. 1—Volvo Import Inc., Englewood Cliffs, N. J., importer of the Swedish-built Volvo cars and trucks, will launch its new advertising campaign Dec. 12 in *The New Yorker*. Color pages featuring the Volvo car and its trademark are scheduled through the remainder of the year also in *Sports Illustrated* plus cooperative newspaper advertising with dealers, nationally.

In 1960, the program will be expanded, and *Esquire*, *Holiday*, *Newsweek* and *Time* will be added to the magazine schedule.

Anderson & Cairns is the agency. It was appointed by Volvo last August (AA, Aug. 24), at which time it was reported that Volvo was the tenth best selling imported car. About 24,000 Volvo cars are expected to be sold in this country by year's end. Registrations at the end of the third quarter totaled 22,800. Total registrations in 1958 were 15,600; in '57, 10,300; in '56, 5,000.

■ John A. Cairns, president of Anderson & Cairns, in an interview with ADVERTISING AGE, said that Volvo's current advertising budget for its passenger cars in the U. S. is $1,000,000. This includes about $800,000 for media (magazines, and cooperative advertising with dealers in newspapers and radio or tv), and about $200,000 for local and national publicity.

Volvo, which also makes diesel trucks, will set up dealerships and organize its marketing facilities during the coming year for the introduction of the Volvo truck, nationally in the U. S. in late 1960 or early 1961. Introductory advertising in automotive publications started in September.

The new Volvo passenger car advertising, Mr. Cairns said, "is advertising that has literally been built out of the product." The Volvo trademark—a circle and an arrow—will be used in various ways as a frame for the car, in the center of all illustrations, to make each Volvo ad distinctive and different.

(Continued on Page 38)

DDB Drops $100,000 Account; White Stag Enters Swimsuit Field

PORTLAND, ORE., Dec. 2—White Stag Mfg. Co. is seeking a new agency to replace Doyle Dane Bernbach, Los Angeles, which resigned the account this week because of a conflict.

DDB announced that introduction of a line of women's swimsuits by White Stag, women's play clothes manufacturer, has led to an account conflict with Cole of California, swimsuit maker.

The agency has handled Cole advertising since 1953. It was appointed by the women's division of White Stag in July, 1957. DDB said it "had no alternative but to resign the association of shorter tenure."

■ C. L. Baum, vp of sales and promotion at White Stag, said the company expects to name a new agency by mid-December. Method of agency selection has not yet been determined, he said, but added that the agency personnel available to work on the account, rather than size or location, will be the primary factor in selection.

White Stag introduced its swimsuits on an experimental basis last year, and is in full production this year. The entire women's division, including swimsuit advertising, bills "in excess of $100,000" annually, Mr. Baum said.

He said DDB alerted the company to the possible account conflict when the swimsuits were introduced last year, so that the resignation was "regretful, but not unexpected."

E. A. Korchnoy Ltd., New York, handles girls' wear and ski wear advertising for White Stag. #

FIRST OF A NEW CAMPAIGN—*Volvo Import Inc. will launch a new campaign for the Swedish-built Volvo cars Dec. 12 in The New Yorker and Sports Illustrated. More magazines will be used in '60, plus newspaper co-op ads and radio and tv.*

AD WEEK—*This is one of the magazine ads prepared by Botsford, Constantine & Gardner, Portland, Ore., for Advertising Week, Feb. 14-20 (AA, Nov. 23), carrying out the "Advertising helps you enjoy life" theme.*

$16,500,000 Push? . . .

Schlitz to Hike Its Ad Investment by 25% in 1960

Use of 'Good Living' Motif to Be Multiplied, McMahon Tells Salesmen

LOS ANGELES, Dec. 1—Jos. Schlitz Brewing Co.'s 1960 advertising campaign, largest in its history, will be an amplification of the brewer's highly successful "Good living" theme introduced this year.

Although he declined to give any budget figures, Joseph McMahon, advertising manager, told ADVERTISING AGE it would be 25% greater than in 1959.

(Schlitz's 1958 advertising expenditure, estimated in ADVERTISING AGE'S annual compilation of the 100 leading advertisers [AA, Aug. 31], totaled $13,350,000—down more than $2,000,000 from the '57 figure. Figures for 1959 are still fragmentary. In the first nine months, Schlitz magazine

(Continued on Page 88)

Copywriters, Prof Finds, Are Esthetic but Antisocial Group

CHICAGO, Dec. 2—The average Chicago copywriter is an esthetic person, according to results of a values test conducted by Dr. Jack Sissors, professor in the Medill school of journalism, Northwestern University. That is, he tends to find his highest value in form and harmony, and each experience in his life may be regarded from the viewpoint of grace, symmetry or fitness.

Results of the test, conducted among 201 Chicago copywriters, were given last night by Dr. Sissors at the December meeting of the Chicago Copywriters Club.

Test results further indicated that while copywriters rated high in esthetics, they rated lowest in social values. As defined by the test, a social person loves people, is altruistic, kind, sympathetic and unselfish. #

Beckert & Bradley Adds Two

Irving Maidman, New York realtor, and Spring Rock Country Club, Rockland County, N. Y., have appointed Beckert & Bradley Inc., New York, to handle advertising.

Agency Revenue Should Be 2½ Times Salary Allocable to Account: Rubel

Consultant Says Fees Should Fill Any Gap Beyond Commissions

CHICAGO, Dec. 1—A formula for determining how much an agency should charge for creative and production work has been offered by Ira Rubel, agency consultant.

It is based on average hourly salary costs multiplied by 2.5.

Long an advocate of agency charges to supplement the 15% commission system, Mr. Rubel outlined his proposed rate structure in the November issue of the "Rubel Service."

The rates are arrived at through three factors:

1. Average salary figures for the industry (based on a survey by *Printers' Ink*).

2. A standard mark-up factor on salaries of 2.5 (this is arrived at by using the following formula—if salary is 100%, overhead is 80% to 130%, and profit as a percentage of salary is 45%, giving a total of from 225% to 275%—or an average of 2.5 times salary).

3. Assumption of 1,600 "available working hours" per year.

The standard mark-up factor of from 225% to 275%, Mr. Rubel said, "has proven reliable not only in our wide experience with agen-

(Continued on Page 82)

Greiner to Retire From McGraw-Hill, Sets L.A. Consultancy

CLEVELAND, Dec. 2—Ralph C. Greiner, Cleveland district manager for *Factory* magazine, will open his own sales consulting operation in Los Angeles next April.

Ralph Greiner

He will retire from his present position Jan. 1, after 32 years with McGraw-Hill Publishing Co. Mr. Greiner has been in the company's Cleveland office since 1935, and has been district manager on *Factory* for 15 years.

His new company will serve 11 western states, acting as western sales manager for eastern manufacturers. An early assignment will be representation of Uhrden Inc., Dennison, O., at the American Materials Handling Society regional exposition in Los Angeles next May. #

Agencies Timid in Own Promotion, DMAA Is Told

Cause of Diffidence: Waning Stature When Client Is Signed: Weiss

NEW YORK, Dec. 2—Few advertising agencies reflect their own personality and ability in their direct mail. Such agency self promotion is nondescript, has no ideas and shows little intelligence.

These charges were expressed by E. B. Weiss, merchandising director of Doyle Dane Bernbach Inc., at the Direct Mail Advertising Assn.'s agency workshop here yesterday.

"Advertising agencies are timorous in their own direct mail promotion," he said.

Agencies are timid because the moment an account is secured, the agency's stature with the client starts to decline, he said.

"Attrition starts," he said. "The client wants the agency to run the client's business but also to take orders."

Mr. Weiss, who is also an AD-

(Continued on Page 87)

All-Year Club's '60 Drive Aims to Offset Travel Lure of Foreign Lands

California Tourism at New High; Ad Unit Sets $700,000 Print Budget

LOS ANGELES, Dec. 1—Reflecting a growing concern over the competition from foreign travel, the All-Year Club of Southern California will base its 1960 advertising and promotion upon a new theme, "Southern California Spectacular '60." The $700,000 plus budget for production and space will be divided about equally between magazines and newspapers.

The tourist promotion organization feels it is competing with foreign travel, because for the average tourist a trip to Southern California is long—average round trip is 4,800 miles—and is the same expenditure bracket as foreign travel. Too, the basic reason for a foreign trip or a Southern California trip is about the same—sightseeing.

■ The awareness of foreign travel competition is not spurred by any fall-off of tourists here. In fact, the 12 months ending Sept. 1 set a new record for visitors in the 11 Southern California counties: 4,435,740. And they spent the record sum of $644,754,381. This represented $700 of visitor spending for every $1 spent for advertising, the tourist group points out in its annual report.

The new theme emphasizing the many fiestas and other colorful celebrations held in the area every year is a "colorful and exciting package." The events are listed in a brochure described as an "official program of 200 events that make an exciting year."

In advertising, the events current when individual ads appear are shown in boxes set among descriptions of the area's natural attractions. Over-all, newspaper copy technique follows the pattern used successfully for several years: little art and much text, with detailed description of points of interest. Magazine ads follow the same principle except that, to take advantage of color, a photo technique is used to highspot ten or more area attractions.

■ The ads, and the media in which they are placed, are, as in the past, based on coupon returns and surveys made among visitors about why they came here and what they enjoyed most while here.

Three types of media will be used. In magazines, mostly color page ads will run December through April in *Better Homes & Gardens*, *Cosmopolitan*, *Holiday*,

(Continued on Page 88)

Judge Asks Final Briefs Dec. 15 in Haverhill Battle

Rival Dailies Asked if Payment to Advertiser Must Imply Commitment

BOSTON, Dec. 3—Evidence in the twin anti-trust suits by Union Leader Corp., Manchester, N. H., and the *Haverhill Gazette* was completed in U. S. district court today.

Judge Charles E. Wyzanski Jr. set Dec. 16 for the hearing of final arguments and directed attorneys for both side to file briefs and requests for findings and rulings Dec. 15. The trial lasted eight days.

Union Leader Corp. is suing the Gazette Co., Newspapers of New England Inc. and a number of other newspaper firms for "treble" damages of $4,500,000 for violating the anti-trust laws (AA, Jan. 19). It alleges conspiracy to gain a monopoly in Haverhill, Mass., thereby destroying the *Haverhill Journal*, which the plaintiff publishes.

The *Gazette* has a $3,000,000 counterclaim of conspiracy between the *Union Leader* and eight Haverhill merchants to destroy the *Gazette*. The *Journal* entered the field in December, 1957, during a printers' strike at the *Gazette*. Both papers accuse each other of resorting to "predatory" price cutting in the sale of advertising and use of illegal discriminatory rates.

■ Judge Wyzanski recommended that counsel on both sides present their views in briefs on several legal questions:

• When a market is very narrow, and it appears to those who enter it that it is probable that only one competitor can survive, is a competitor "free to make payments to advertisers to serve as consultants, even though there is no agreement on the part of the advertiser as to what policy with respect to his advertising he will follow thereafter?"

• "In a market as narrow as the one I have supposed, is one of the competitors free to become associated with newspapers in other areas, even though that association involves nothing more than an investment by those other newspapers in the stock of one of the newspapers in this particular market?"

• To what extent, if at all, are two competing newspapers "in this situation" free to grant discriminatory rate reductions to some of their advertisers, as against others who give them substantially the same volume of advertising?

He invited views as to whether discrimination of this type is forbidden, even though there is no evidence of an express understanding that an advertiser so favored would give all his advertising to the newspaper granting him the special lower rates.

■ It was testified that eight Haverhill merchants were paid $3,850 each to maintain enthusiasm for the *Journal*. William G. Loeb, Union Leader Corp. publisher, said he paid the merchants at the rate of $50 a week (AA, Nov. 30).

Two of the merchants testified that they and the six other store owners were to receive monthly payments over a 20-year period had the *Gazette* been purchased by Mr. Loeb. Had the *Journal* become the only paper, each was to get payments from Mr. Loeb amounting to $5,000 a year for the first 20 years and $7,500 each for the next 10 years. They testified they have supported the *Journal* with advertising, boosted the newspaper to other advertisers and served in a general advisory capacity.

Mr. Loeb's offer of $982,000 for the *Gazette* was rejected by stockholders, who sold it to Newspapers of New England Inc., a group of newspapers and newspaper publishers, for about $1,000,000 in December, 1958.

■ *Gazette* lawyers put a Boston accountant on the witness stand to present computations which, the accountant said, showed the *Journal* granted discriminatory advertising rates. The computations, it was alleged, showed *Journal* advertisers received free "repeat" ads, and also that no extra charge for color was assessed.

It also was testified that sporadic cases of charges being made to specific *Gazette* customers were lower than rates publicly announced.

■ Judge Wyzanski, in an effort to "shorten this trial," expressed this view:

"In a competitive situation, if one of the competitors offers secret rates to its advertisers, or to someone else—advantage not available to others—the newspaper that made the offer may be found to have intent to violate Sec. 2 of the Sherman Anti-Trust Act."

When a *Gazette* attorney asked: "Suppose both sides are doing the same thing," the judge replied, "then I would be forced to enjoin them both."

■ On the trial's fifth day, two of 10 newspaper publishers named as defendants by the Union Leader were eliminated: Republican Publishing Co., which publishes the *Springfield News*, and Eagle Publishing Co., Pittsfield, publisher of the *Berkshire Eagle*. #

Morrell to Launch Campaign

Red Heart division of John Morrell & Co., Chicago, will launch what it terms the largest advertising campaign in its history for Red Heart dog food Jan. 1. Two-color ads will appear in the *Ladies' Home Journal, McCall's, Everywoman's Family Circle, Woman's Day* and in the First Three Markets Group. A special campaign will be used in *Good Housekeeping*, plus two-color cover ads in *Dog World, Popular Dogs* and *Pure-Bred Dogs*. On a local basis, spot radio announcements will be used in approximately 60 cities, continuously throughout the year.

Chicago PRSA Elects Center

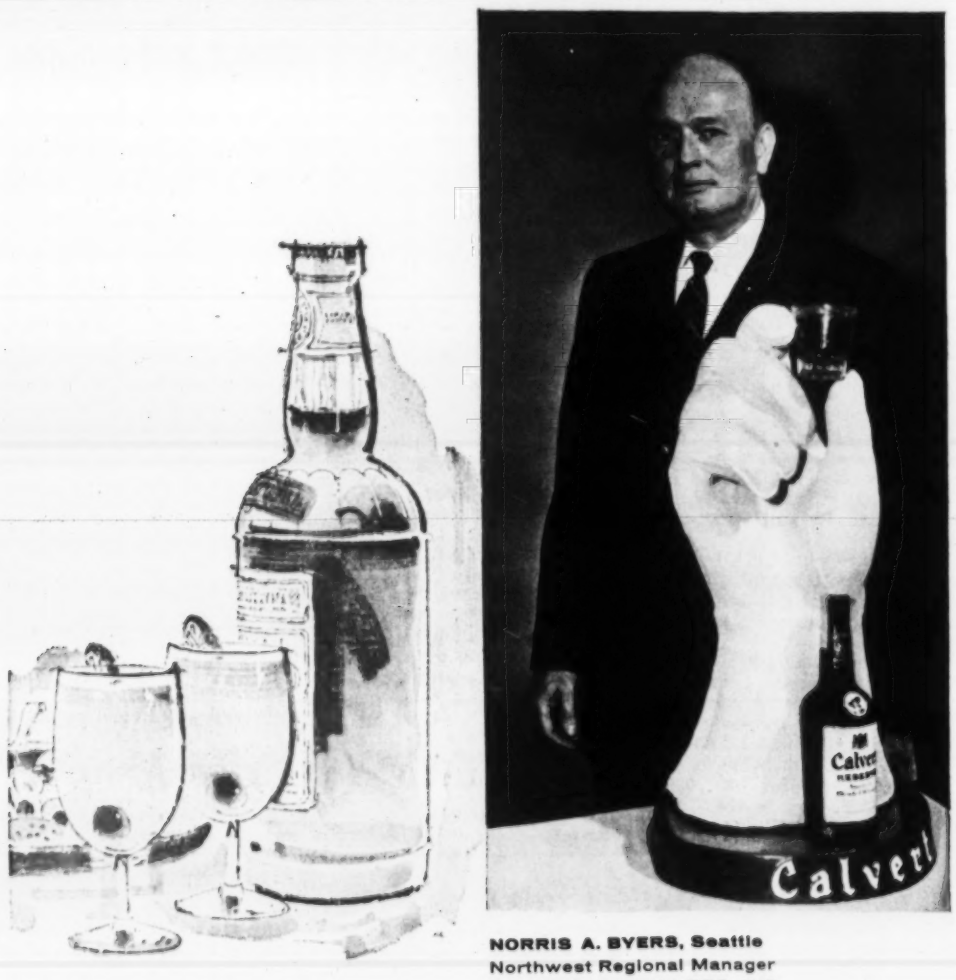
Allen Center, vp in charge of public relations, Leo Burnett Co., has been elected president of the Chicago chapter, Public Relations Society of America. Other officers elected were Warren E. Thompson, assistant vp for public relations, Chicago Title & Trust, vp; Douglas Durkin, president, Durkin & Rader, 2nd vp; Burton D. Loken, account supervisor, J. Walter Thompson Co., 3rd vp; Bernard A. Roloff, director of public relations, Community Fund of Chicago, secretary, and Ted Cox, Ted Cox Associates, treasurer.

Dailey Is 'Man of the Year'

Arthur A. Dailey, general ad manager of Santa Fe Railway, Chicago, has been named Man of the Year by the Assn. of Railroad Advertising Managers. Mr. Dailey was cited for the broad scope of Santa Fe's ad program and for his contributions to the field of railroad advertising. He has been head of the railroad's ad department since 1943.

Davis Joins Tatham-Laird

John D. Davis has joined Tatham-Laird, Chicago, as an account executive. He formerly was an account executive with Batten, Barton, Durstine & Osborn, Chicago.



NORRIS A. BYERS, Seattle
Northwest Regional Manager
CALVERT DISTILLERS, INC.

"I request that Tacoma receive 'A-Schedule' attention. The Seattle and the Tacoma markets account for more than half of our business in Washington State, and Tacoma's share is extremely important to us," Mr. Byers says. "I always request that Tacoma receive 'A-Schedule' attention. We know the Puget Sound area cannot be sold by Seattle newspapers alone . . . that the Tacoma News Tribune is the only newspaper which provides intensive coverage in its portion of Western Washington."

Think Twice About Tacoma

The Tacoma market is Washington State's 2nd market. The News Tribune is the No. 2 evening newspaper in circulation and advertising linage.

The Tacoma News Tribune delivers more than 84,000 daily circulation in the Tacoma market . . . more than 7 times the combined circulations of the Seattle dailies in this market.

TACOMA NEWS TRIBUNE

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

THE "BIG THREE" TIMES SERVICE WEEKLIES
— JUST ABOUT
UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.
2020 M STREET, N.W. • WASHINGTON 6, D. C.
U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO.

Read what America's leading food store executives say about THIS WEEK Magazine:

Gerald A. Awes, President, Lucky Stores
"moves tremendous quantities of merchandise"

A. J. Bayless, President, A. J. Bayless Markets
"a super magazine for super marketing"

Alf L. Bergerud, President, Red Owl Stores
"most effective for high store traffic"

Tom Borman, President, Food Fair of Michigan
"ideal medium between manufacturer and supermarket"

T. J. Conway, President, The Fisher Bros. Co.
"unparalleled sales power"

Theodore E. Cummings, President, Food Giant Markets
"THIS WEEK readers respond"

Paul J. Cupp, President, American Stores Co.
"where housewives and products meet"

A. D. Davis, President, Winn-Dixie Stores
"really moves the goods"

Claude W. Edwards, President, Alpha Beta Food Markets
"a strong selling agent"

F. S. Fishburn, Exec. Vice-Pres., Assoc. Grocers of Colorado
"a powerful selling force"

Edwin J. Fox, President, Fox Markets
"moves goods in volume and profitably"

J. Earl Garrett, President, Mayfair Markets
"wonderful selling media"

T. G. Harrison, Chairman, Super Valu Stores
"national prestige . . . local impact"

W. R. Hayden, President, Shopping Bag Stores
"powerful agency for increased sales"

R. M. Laverty, President, Thriftimart
"heavy coverage among regular customers"

D. P. Lloyd, Chairman, Cooperative Food Dist. of America
"gives retailers a special reason for tying in"

Nathan W. Lurie, Vice-Chairman, A.C.F. Wrigley Stores
"potent pre-selling influence"

H. V. McNamara, President, National Tea Co.
"excellent consumer acceptance"

J. R. Niven, President, Purity Stores, Ltd.
"accelerates movement of merchandise"

Sidney R. Rabb, Chairman, Stop & Shop
"an effective means of gaining acceptance and sales"

N. D. Ramsey, President, Market Basket
"gives impetus to turnover"

Arthur Rosenberg, Vice-President, Food Fair Stores
"paves the way for quick turnover"

Joseph Seitz, President, Colonial Stores
"speeds products off the shelves"

L. B. Smith, Jr., President, Thorofare Markets
"pre-sells a good product"

T. A. Von Der Ahe, Vice-President, Von Grocery Co.
"continuing influence week after week"

Richard Waxenberg, President, Eagle Food Centers
"THIS WEEK products are prominently displayed on our shelves"

H. Winer, President, Elm Farm Foods Co.
"moves products out on Monday"

To Move Goods Fastest...
Buy The Big One

This Week Magazine

circulation more than
13,000,000

NBC Goes Behind Research 'Proof' of Ad Claims

Instead of Asking Claim Certification, Net Probes Veracity of Tests

NEW YORK, Dec. 2—NBC Television will effect a new policy requiring advertisers to furnish "substantial authentication" that demonstrations in tv commercials are what they purport to be.

This area of tv advertising is already being scrutinized by the Federal Trade Commission, the Assn. of National Advertisers and the National Assn. of Broadcasters' code board, among others, but NBC is the first network to make public its plans for a tightening of controls in this specific potential trouble spot.

NBC's plans were outlined to ADVERTISING AGE by Stockton Helffrich, continuity acceptance director, in an interview.

"In the past we have always required that advertisers substantiate whatever claims they are making for their products with us in writing," Mr. Helffrich said.

To spell this out further, this means, for example, that NBC has in its files the names of those four out of five New York doctors who are getting such big play in Carter's Liver Pills advertising. For medical and other claims based on research, the network has written documentation showing where the research was done and by whom. The Colgate Gardol shield claim, which is now under attack by the FTC (AA, Nov. 23), passed the network "censor" because that advertising boast is based on research done by the Northwestern University dental school.

Time was when Mr. Helffrich, whose department passes on all radio and tv commercials carried on NBC, felt it was sufficient to have certification of the claims themselves. But now that official and unofficial scrutiny has been extended to the reliability of the tests pointing up those claims, he considers it his job to be prepared should anybody start asking questions.

■ The network obviously wants to be ready with the background information should another case of the Libby-Owens-Ford type come up. These are the commercials in which the supportable claims (clarity of the glass in contrast to that of the competitive product) were set forth in an allegedly faked demonstration. Libby-Owens-Ford is accused by the FTC of having made its glass look miraculously clear by filming a commercial through an open window (AA, Nov. 9).

Mr. Helffrich emphasized that a great deal of the responsibility for implementing the new policy will fall on two of his key aides, Carl Watson, New York manager of continuity acceptance, and Percy Smith, New York copy administrator.

The rule applies to new copy presented for clearance; demonstration commercials already on the air were approved before they went on the air, and the network will honor the approval. If there is anything tricky or underhanded about the current commercials, the network hopes these trouble makers will be filtered out by advertisers and agencies, many of whom are said to be giving their over-all ad claims a meticulous review.

■ NBC is notifying agencies by phone or letter as soon as copy falling into the demonstration category is presented. The agencies are asked to write the network a letter (1) clearly spelling out the procedures used in setting up the test; (2) attesting to the authenticity of the demonstration, and (3) indicating the name of the film or tape production company if one is involved.

Since the rule became operative a couple of weeks ago, a couple of commercials have been challenged by the continuity acceptance unit, but they were later accepted in revised form.

Mr. Helffrich said continuity acceptance gets good cooperation from most agencies and advertisers in its efforts to maintain high standards in broadcast advertising. "There are just a few advertisers and agencies, who are the knock-down, drag-'em-out, hard-copy boys—and they are not just active in tv," Mr. Helffrich asserted. "But they hurt all advertising."

■ The NBC executive emphasized the importance of maintaining public confidence in advertising. While he recognizes that the tendency to deprecate other brands arises out of the severe competition in modern advertising, Mr. Helffrich cautioned against this approach.

"Puffery is all right," he said. "It's part of the American tradition. And it doesn't upset anybody. But the cumulative effect of the efforts of the advertiser whose way of establishing his point is to run down the competition is damaging to advertising and its believability." #

Stabile Heads New NBC Standards Unit

NEW YORK, Dec. 2— Responsibility for NBC's self-appraisal program has been assigned to James A. Stabile. Mr. Stabile is an attorney who formerly was vp in charge of talent and contract administration. His new title is vp in charge of standards and practices.

He will take over the direction of the person-to-person program-to-program study launched some time ago as a result of the quiz scandal. Included in his department will be the special unit created during the quiz hearings last month. This internal security unit is headed by Jerome Doyle. A former FBI man, Mr. Doyle is on leave from Cahill, Gordon, Reindel & Ohl law firm, while he gives the NBC operation the fine tooth comb treatment.

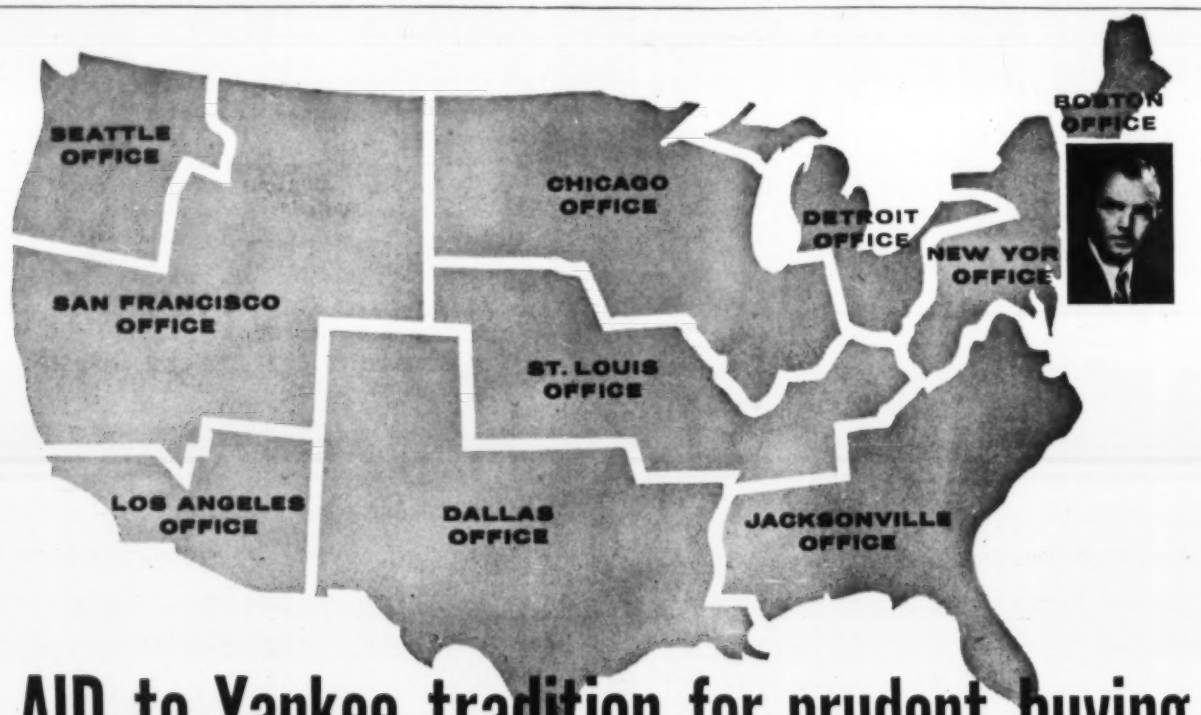
James Stabile

With the creation of Mr. Stabile's new department, the network has sidetracked another proposed reform project—the appointment of an advisory committee of civic leaders to help review the network's policies and standards. The network has decided to abandon this idea, which grew out of the Sigurd Larmon (Young & Rubicam chairman) suggestion that all segments of the industry unite in the formation of a public policy committee. Mr. Larmon's proposal was stillborn as a result of lack of network support (AA, Nov. 30).

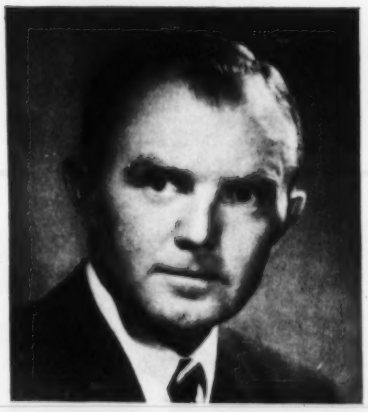
■ The department of standards and practices, NBC said, will concentrate on:

- "Policy review of program and advertising presentations and the development of standards in these fields to reflect NBC policy.
- "Fact finding analysis of all practices followed in connection with tv and radio programs presented on NBC.
- "NBC's long established continuity acceptancy department, which administers existing provisions relating to good taste and propriety in program material and commer-

(Continued on Page 36)



AID to Yankee tradition for prudent buying



BRUCE PATTYSON, *manager of our New England office – one of ten offices providing a fast efficient service to Advertising throughout the U.S.*

In TV penetration, New England is close to saturation – with television in more than 92 percent of all homes in Connecticut, Massachusetts and Rhode Island.

New England industry, too, has been quick to recognize the great sales-building opportunities in television. And in 25 major markets, the stations that can best help the advertiser cash-in on those opportunities are represented by Blair-TV.

Efficient time-buying demands accurate down-to-the-minute data on these markets and stations – data instantly available to New England agencies through our Boston office.

Blair-TV operates on the basic principle: that alert, informed representation is a service vital not only to stations but also to all advertising, and to the business dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in a position to serve effectively. Today these stations cover 56 percent of America's population – virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV – New York
W-TEN – Albany-Schenectady-Troy
WFBG-TV – Altoona
WNBF-TV – Binghamton
WHDH-TV – Boston
WBKB – Chicago
WCPO-TV – Cincinnati
WEWS – Cleveland
WBNS-TV – Columbus
KFJZ-TV – Dallas-Ft. Worth
WXYZ-TV – Detroit
KFRE-TV – Fresno
WNHC-TV – Hartford-New Ha
KTTV – Los Angele
WMCT – Memphis
WDSU-TV – New O
WOW-TV – Omaha-Council Bluffs
WFIL-TV – Philadelphia
WIIC – Pittsburgh
KGW-TV – Portland
WPRO-TV – Providence
KGO-TV – San Francisco
KING-TV – Seattle-Tacoma
KTVI – St. Louis
WFLA-TV – Tampa-St. Petersburg

A salesman's face-to-face is his fortune...

Two things can happen when a salesman rings a doorbell. (A) Someone opens the door. (B) Nobody answers. In magazines, too, it takes the open door of Ad Page Exposure before your advertisement can even *begin* to sell. And the Post is the darnedest foot-in-the-door an advertiser ever had. Customers turn and *return* to your ad page in The Saturday Evening Post. Your ad makes more than 29 million face-to-face sales calls per issue. That's *hi-frequency* Ad Page Exposure . . . the kind that gets in and sells. Just ask the advertisers who made October the biggest revenue month in all Post history!

A CURTIS MAGAZINE

The Saturday Evening POST

Sell the Post-Influentials ... with HI-FREQUENCY Ad Page Exposure!

NAB Tightens Code Rules on Ads, Plugs

(Continued from Page 1)
much of today's tv board meeting was devoted to the problems of getting more enforcement and membership, and the related need for increased income.

Since the closed circuit appeal of Nov. 18 (AA, Nov. 23), code membership has increased only from 271 stations to 285. Some stations indicated they would like to join, Mr. Shafto said, but are unable to pay the $405 dues.

He said some provision may be made for financially weak stations. But he cautioned that the directors could not afford to get involved in a dues revision plan which reduces code board income.

In addition, he indicated directors are disturbed that code membership still embraces only slightly more than half the industry. He indicated additional steps to get more members are under consideration.

■ The amendment dealing with commercials is a new Par. H, under the heading "Presentation of Advertising." It says:

> The role and capacity of tv to market sponsors' products are well recognized. In turn, this fact dictates that great care be exercised by the broadcasters to prevent the presentation of false, misleading, or deceptive advertising. While it is entirely appropriate to present a product in a favorable light and atmosphere, and techniques may be used to depict the characteristics of the product as they appear in actuality, the presentation must not, by copy or demonstration, involve a material deception as to the characteristics, performance or appearance of the product.

■ To root out plugs and "payola," a new heading, "Production Practices," was added to the code following the section on "Subliminal Perception."

Acceptance of payoffs and needless mention of products has been banned. But according to Mr. Shafto, the section would not prevent continued use of props essential to a program.

Text of the section on production practices reads:

> The broadcaster shall be constantly alert to prevent activities that may lead to such practices as the use of scenic properties, choice and identification of prizes, selection of music and other creative program elements and the inclusion of any identification of commercial products or services, their trade names or advertising slogans, within a program dictated by factors other than the requirements of the program itself. This expressly forbids the acceptance by producers, talent or any other personnel of cash payments or other considerations in return for including any of the above within the program.

■ A new sentence in the preamble to "Acceptability of Program Material" cautions broadcasters that they must be vigilant to protect the audience from deceptive practices. A new Par. Z under this heading says quiz shows must be genuine contests, without controlled results. A Sec. AA requires that broadcasters exercise "reasonable judgment" to determine whether a particular method of presentation constitutes material deception, "or would be accepted by the audience as normal theatrical illusion." #

FTC Issues 'Bait & Switch' Advertising Guide

WASHINGTON, Dec. 3—The Federal Trade Commission today issued a four-point guide summarizing the practices it regards as illegal "bait and switch" advertising.

In offering it the commission said it stands ready to prosecute bait and switch advertisers under Section 5 of the FTC Act.

The guides are a companion measure to the nine-point fictitious pricing guide which the commission issued in October, 1958. In releasing the "bait and switch" guide, Charles E. Grandey, director of FTC's bureau of consultation, observed that the better business bureau has long regarded bait and switch and fictitious pricing as the "twin shames of advertising."

FTC defines bait advertising as an "alluring but insincere offer to sell a product or service which the advertiser in truth does not intend or want to sell."

■ The guides say:

1. Bait Advertising. No ad should be published when the offer is not a *bona fide* effort to sell the advertised product.

2. Initial Offer. Characteristics of the product must not be misrepresented in such a manner that, on disclosure of true facts, the purchaser may be switched from the advertised product to another.

3. Discouragement of Purchase. Six kinds of acts are listed which will be considered in determining whether a *bona fide* offer was made. They include (1) refusal to show, demonstrate or sell the product; (2) disparagement of the product, guarantee, credit terms, service, or repair parts; (3) failure to have sufficient supply available at all outlets to meet reasonably anticipated needs, unless limitations are specified; (4) refusal to take orders for future delivery within a reasonable time; (5) demonstrating defective product, and (6) using a method of compensation penalizing salesmen to prevent or discourage sale of the advertised product.

4. Switch After Sale. Four kinds of "unselling" acts were listed: (1) switching after accepting a deposit; (2) failure to make prompt delivery or offer refund; (3) disparagement of product; and, (4) delivery of defective product. #

YULE CANDY—*Schrafft is using this poster featuring Candy, who appears nightly on the NBC-TV Jack Paar show to boost Schrafft candies, in its Christmas window display.*

French Leaves Pepsodent, Heads Retailer Group

Independent Retailers Group Said to Bolster Marketing in New Head

NEW YORK, Dec. 3—Associated Merchandising Corp., the nation's largest independent department store group, has tapped a marketing executive from Lever Bros. as its new president.

He is William T. French, exec vp in charge of Lever's Pepsodent division. Mr. French will move over to AMC Jan. 1 as president and chief executive officer.

Lever announced today that T. E. (Ed) Hicks will return to the helm of the Pepsodent division, Lever unit which markets Stripe toothpaste, Dove detergent bar and Air-Wick air deodorants as well as Pepsodent. Mr. Hicks headed the division from 1955 until February of this year, when he was succeeded by Mr. French. For the past 10 months Mr. Hicks has worked on special corporate assignments.

■ Mr. French's appointment was a surprise in that retail organizations rarely go outside their field to fill an important post. In retail circles here it was taken as a sign that the AMC group intends to strengthen its marketing and sales promotion operations.

AMC is a cooperative representing 27 large independent department stores, among them such giants as Bloomingdale's and Abraham & Strauss in New York, Strawbridge & Clothier in Philadelphia, Carson, Pirie, Scott in Chicago, Rich's in Atlanta and J. L. Hudson in Detroit.

These member stores have a combined retail volume of $1.7 billion.

■ Mr. French joined Lever in 1956 as director of corporate planning. His previous marketing experience was with Vick Chemical Co., Curtis Publishing Co., Electrolux Co. and National Dairy Products Corp.

He succeeds Joseph A. Kaspar, a former Macy's executive who has been president since 1944. Mr. Kaspar moves up to board chairman.

Cowie Named Ad Sales Head

Paul Cowie, formerly district manager, has been named to the new post of advertising sales manager of *American Machinist*, New York.

Peitscher, Janda Is New Chicago Agency

CHICAGO, Dec. 4—A new advertising agency with eight accounts and substantial billing has established headquarters at 720 N. Michigan Ave.

The agency is Peitscher, Janda Associates Inc. The principals are Robert C. Peitscher, president, who formerly was a vp of Fulton, Morrissey Co., and George Janda, exec vp, who previously was copy chief for Henri, Hurst & McDonald. The staff numbers ten.

The accounts currently being handled by the agency include Lennox Industries (air conditioning and heating consumer advertising), Marshalltown, Ia.; Lennox Industries Canada Ltd., Toronto; Allen B. Wrisley Co.; In-Sink-Erator Mfg. Co., Racine, Wis.; Kennatrack Corp., Elkhart, Ind.; Foreman Motors Ltd.; Silvercote Products; General Drugs Co., and Richard D. Gleason & Associates.

■ All of the accounts previously were handled by Fulton, Morrissey Co. with the exception of Foreman Motors (Olian & Bronner) and Richard D. Gleason & Associates, a job counselor, and formerly a direct advertiser. #

Van Dyke Group Gets Hazel Bishop; Seeks New Agency

NEW YORK, Dec. 4—Control of Hazel Bishop Inc. will pass Dec. 8 into the hands of a group headed by industrialist-financier Daniel Van Dyke.

Mr. Van Dyke will become president and chief executive officer of the company, succeeding Robert G. Urban. Raymond Spector will remain as chairman of the board, although he has assigned all his voting rights to the Van Dyke group.

■ It is reported that Hazel Bishop is seeking a new agency to succeed Raymond Spector Co. from among "the top 20," and it is expected that, once an agency is selected, Raymond Spector Co. will go out of existence.

Included in the new board of directors of Hazel Bishop is Robert Bragarnick, former vp and director of marketing at Revlon and Seagram; David Charney, head of Allied Public Relations and chairman of Highway Trailers and Clinton Engines; and Dr. Charles McKhann, of Stanley Warner Theaters.

Mr. Van Dyke is a former owner of department stores, a Macy vp, and president of Eversharp Inc. (1950), where he is now a director. He is currently affiliated with General Acceptance Corp. and Clinton Engines, among other business activities.

■ Mr. Spector said today that he recently reacquired all the stock he had sold to Television Industries Inc. (formerly C&C Television Corp.) in May, 1958, and that the purchase deal had been rescinded amicably. He said he was selling 525,300 shares of his common stock at $4 a share and 98,200 shares of preferred at $10 a share to the Van Dyke group, and added that they have an option to buy 300,000 additional shares at $6 each.

Mr. Spector said he will have nothing to do with the company's daily management but will be active in advertising. #

Ad Tax Deduction Hopes Hit Snag

WASHINGTON, Dec. 2—The first move in a prospective drive to get stronger legal support for advertising as a tax deduction ran into a snag here today as the chairman of the House ways and means committee made it clear that he will not approve any change which "goes too far."

Advertising's tax problems became a topic for discussion when Elisha Hanson, general counsel for ANPA, told the committee regulations now under consideration by the Internal Revenue Service severely curb the right to use advertising to discuss issues, even if the welfare of the business is at stake.

In his prepared text, Mr. Hanson suggested that Congress ought to permit businesses to get tax deductions on any advertising which they considered necessary for their welfare. During the questioning, however, he found that Rep. Wilbur Mills (D., Tenn.), the committee chairman, was not sold.

■ "So far as I know," Rep. Mills said, "no language has ever been suggested on business deductions which is an improvement over the phrase 'reasonable and necessary'."

"Any blanket rule exempting advertising from that language would be an invitation for advertisers to go too far."

Mr. Hanson conceded that perhaps Congress could find a way to draw a line between proper and improper advertising. But he expressed a belief experience would show a way. #

Poll of Public Backs Self-Curb by Nets: Stanton

NEW YORK, Dec. 3—Frank Stanton, president of the Columbia Broadcasting System, continues to emphasize the gravity of the television program crisis.

This week in a speech before the Academy of Television Arts & Sciences Mr. Stanton said that 66% of the people in the U.S. "are at this moment of the opinion that stricter regulation of television programs is now called for," but that two-thirds of them think the networks can "do the regulating."

■ His figures were based on a nationwide Gallup study made for CBS. That study showed that 92% of the total population was aware of the quiz show scandal. This was a higher awareness figure than for such previous national sensation makers as the Adams-Goldfine controversy and the Army-McCarthy battle.

Dr. Stanton applauded the efforts of the NAB in revising its code. He urged that the industry go beyond the rating information when making its decisions. He said it is necessary not only to know what the viewers look at but what they want to look at as well. He revealed that CBS is making a study to find out "what people want from television."

■ The rule-making memos continue to flow at CBS. Soon they'll have enough to provide material for a new tv series. Latest out of the mimeographing machine is from Joseph H. Ream, the new vp in charge of practices and standards.

Verboten under this communication "to the organization" are (1) any mention of the trade name of a product or service being given as a tv prize and (2) plugs for airlines furnishing transportation for guests on the show. #

McConnell, Eastman Gets Playtex's New Pharmaceutical Unit

TORONTO, Dec. 3—Playtex Ltd., Arnprior, Ont., has appointed McConnell, Eastman & Co., London, Ont., to handle advertising for its newly-formed pharmaceutical division. Major products in this division are Isodine antiseptic, Isodine gargle and Isodettes throat lozenges. The advertising budget has not yet been determined.

McConnell, Eastman also handles the company's family products division. The girdle and bra advertising account is with Walsh Advertising, Toronto. #

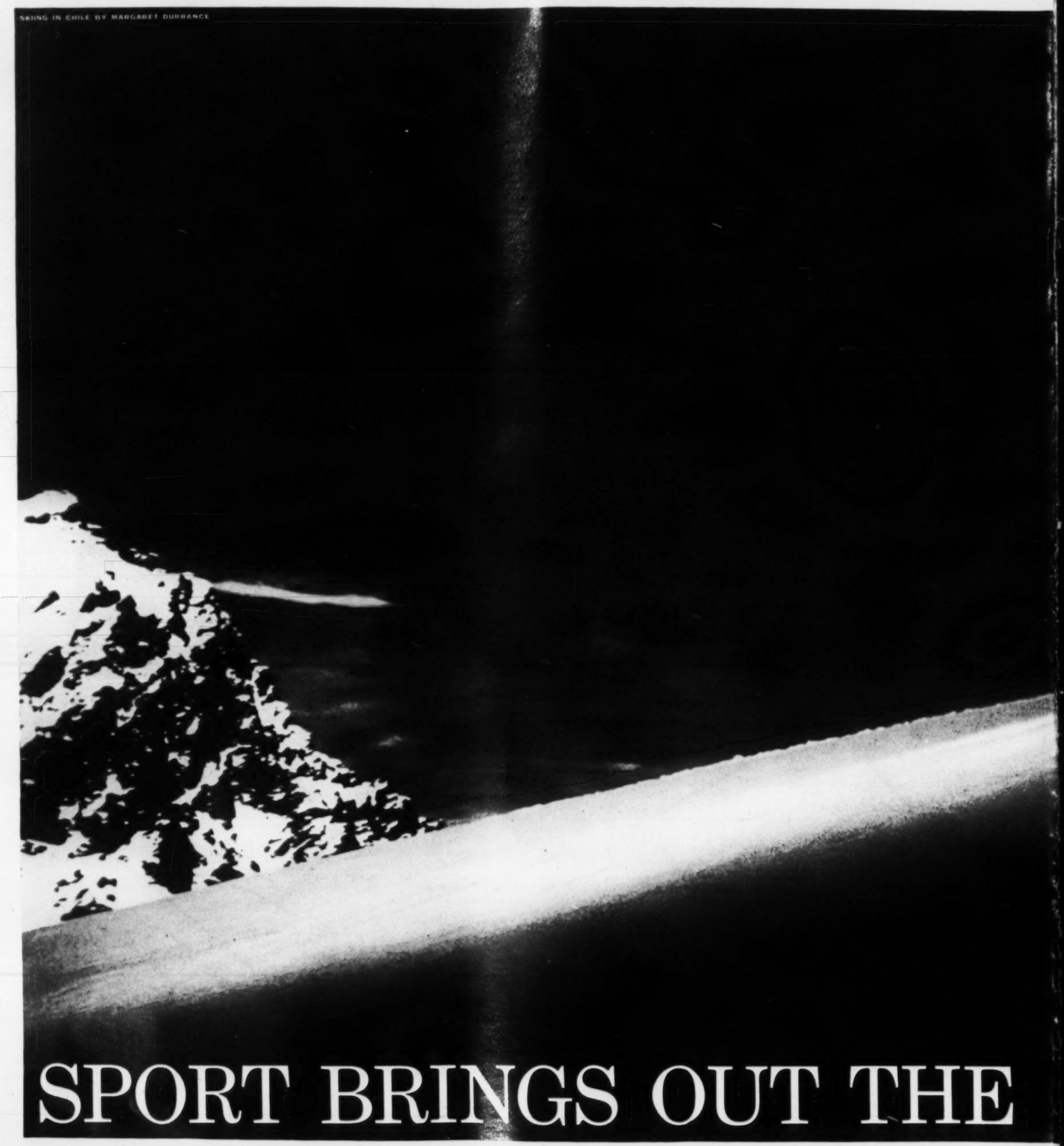
Branham Elects Four VPs

Branham Co. has elected four vps in its newspaper representative staff. They are C. E. Branham, of the Atlanta office; Francis J. Stapleton, eastern sales manager; Bertram C. Finch, sales manager of the Charlotte office, and Albert J. Engelhardt, of the Chicago office. In its Nov. 30 issue, ADVERTISING AGE identified Branham as a radio-tv station representative only. The company also represents newspapers.

Boyd Coffee to Miller, Mackay

Boyd Coffee Co., Portland, Ore., has appointed Miller, Mackay, Hoeck & Hartung, Seattle, to handle its advertising, effective Jan. 1. Showalter Lynch Advertising, Portland, has handled the account since a consumer package went on the market in 1955. Previously the company sold only to restaurants.

“Now he tells me! If the New York News has 2,200,000 readers exclusive, not kids—and two thirds of them are in higher income families—why aren't we giving it a bigger play?”



SPORT BRINGS OUT THE

and Sports Illustrated brings out the best of people

. . . 900,000 families of them every week. They'll travel all night to ski all day. Altogether, they make up the fastest growing quality market in America—the families for whom sport is an essential of family well-being . . . In the years, the number of U.S. families with $10,000 incomes and over has doubled. And SPORTS ILLUSTRATED's circulation has also

BEST IN PEOPLE

doubled, from 450,000 to 900,000. Yet its median family income figure remains virtually the same—still the highest of any U.S. weekly that is read by the whole family . . . The big trend in our life today is toward the active life—of pitching in, looking at and knowing about sports. Active markets flourish among active people. You'll find both among the advertising and editorial pages of SPORTS ILLUSTRATED.

THE
FIRST
MARKET
TO
BUY

The Editorial Viewpoint . . .

Copy Interchange Can Help

We are glad to learn that the American Assn. of Advertising Agencies hopes to make its copy interchange program more effective in television, and that Robert M. Ganger of D'Arcy, chairman of the association, has asked member agency presidents to reexamine present and contemplated commercials.

The moral suasion of this type of self-regulation can be extremely important, even though no legal or formal sanctions are invoked.

The Four A's interchange program, in which members keep informal watch on advertising turned out by other agencies which they feel violates general standards of good taste or believability, is an excellent self-regulation device, and it has done a fair amount of good work.

It suffers, however, from too much diffidence on the part of members, too much unwillingness to "cast the first stone," and too much downright politeness. The advertising business is in danger from an aroused bureaucracy and a disillusioned, cynical public. It will take more than occasional polite wrist-slapping to change the atmosphere.

And, incidentally, while they are about it, someone might suggest that such idiotic brand names as Lee Rubber & Tire Corp. is currently defending against an assault by the FTC be dropped in favor of reducing public cynicism. Not that Lee's names are any more offensive or idiotic than a good many others we could name—but "ultra deluxe," "advanced super deluxe" and "regular deluxe" does sound like a pretty silly lineup of names for, respectively, a first, second and third line of tires.

Some Ground Still to Win

Some of us in advertising have been telling each other, hopefully, that economists in recent years have come, finally, and perhaps reluctantly, to a realization that advertising has some value in an economic and social sense. But there is still a long way to go.

For example: The University of Michigan had a conference to discuss the economic outlook in mid-November. One of the featured speakers was Prof. R. A. Musgrave, of Johns Hopkins University, economist and tax authority who appears frequently before congressional committees dealing with taxation and issues of economic policy as an expert.

Prof. Musgrave discussed "The effects of taxation on economic growth." He mentioned advertising twice. Once he said:

"Research expenditures, even though in the nature of investment, may be expensed, that is, written off as expense, in the year they are incurred under the tax law, and are thus given preferential treatment as compared to investment in assets on which depreciation must be spread over time. Thereby, funds are diverted into research, along with diversion into other and less helpful lines such as advertising."

The second time, he said, in discussing several changes in the business tax structure he was recommending:

"We should withdraw undue incentives now given to certain areas of wasteful investment such as result from expensing of advertising outlays."

Asked to elaborate, Prof. Musgrave said he regards some advertising as necessary and constructive and other advertising as frivolous and wasteful, and he wants the incentive to do the latter reduced. He advanced no formula for making a distinction.

There might be some merit in a discussion of advertising as a capital investment, but certainly there can be no merit in a position which starts with the thought that advertising is *per se* a wasteful business practice and that expenditures for it should therefore be discouraged by tax devices.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops**. Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles**.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Douglas K. Burch, Reach, McClinton & Co., New York.

"He's the Hat Corp.'s marketing director—you know—the felting man's thinker."

The Wavering Brand Image

Last week we printed in the Feature Section of this publication a long extract from the "Journal of Business," published by the University of Chicago. It detailed the results of an investigation of owners of Fords and Chevrolets in a Chicago suburb, and came to some startling conclusions.

Its author, Prof. Franklin B. Evans, ultimately came to this conclusion:

"This study suggests that many of the commonly held assumptions in marketing about brand images are either wrong or misleading. The evidence points neither to strong images attracting definite kinds of people nor to the use of automobiles for satisfying deep inner needs in symbolic terms.

"In promoting a brand it would appear safest to be somewhat ambiguous for both personality and objective variables. People of all kinds are customers, and creation of too strong an image in certain personality terms may narrow one's market unnecessarily. If the image is ambiguous, there is a tendency for customers to read into it what they want. The things they value highly they attribute to their brand."

We don't know whether the professor is right or not; but he certainly presents something for the researchers to mull over. And notice how close he comes to describing the technique of the successful politician!

\# \# \#

What They're Saying . . .

'Articulate' Packaging

It seems that designers have always looked for some pertinent word to describe their visual thoughts. Through the years such words as "provocative," "brand mark," "[illegible]" and a host of equally [illegible]eaning words have been used to connote eye-catching qualities [illegible] characteristics and distinctio[illegible]nd the ordinary. I'd like to pl[illegible]y candidate in the ring—"a[illegible]e" packaging. Webster defi[illegible]rticulate as meaning distinct[illegible]n so as to be intelligible. A[illegible]ate packaging attracts, co[illegible]es, sells and contributes to [illegible] new atmosphere of variety department store selling.

—Robert G. Neubauer, speaking before the 23rd annual Variety Awards dinner in New York Nov. 10.

Client's Fault

It's fashionable, today, to pick on advertising men. Lawyers, whose writing ability is limited to "parties of the first part," doctors whose art experience is confined to "iodine painting," can tell you exactly what's wrong with an advertisement or commercial. Haven't they read it, or viewed it? But, when one of their clients hangs or dies it's always the client's fault.

—Phoenix Flame, published by the Phoenix Metal Cap Co., Chicago.

Rough Proofs

Susie the sociable secretary says she sees *National Hog Farmer* is published at Grundy Center, Ia., and she wonders if maybe that isn't a misprint for Grunty.

•

Judges of beauty contests can sympathize with International Livestock Exposition officials, who eliminated some animals from competition on the ground that their natural conformations had been tampered with.

•

The electric companies are finding it rather tough to get their advertising case before the Federal Power Commission, which is exercising the power to decide what part of their evidence it is willing to hear.

•

"Upjohn pop-up ad to sell vets on mastitis remedy," the headline says.

These vets may not have had military service—they are doctors of veterinary medicine.

•

The high cost of living, which some magazine publishers have mentioned as a cause of higher advertising rates, doesn't impress BBDO, but the agency might find some confirmation in its executives' expense accounts.

•

Charlie Lipscomb says 973 daily newspapers joined in the Bureau of Advertising campaign, "Better Meals Build Better Families."

The papers that didn't join probably missed some better meals, too.

•

The newest advertising medium, a weighing machine with a built-in sales message, probably will be sedulously avoided by those who are no longer rated as pleasingly plump.

•

The Old Professor says confirmed tv critics may start complaining that the popular Westerns are rigged, too, because virtue always triumphs, and the bad men invariably bite the dust.

•

Wall Streeters are a lot more skittish than the general public, since tobacco stocks slumped on the Big Board after Surgeon General Burney of the U. S. Public Health Service asserted in an article in the *AMA Journal* that smoking and cancer are closely connected.

•

Fortunately for the fame and fortune of college gridiron stars all over the country, there are enough All-America football teams selected these days to provide a place for everybody with a reasonably good file of press clippings.

•

Exploding populations in undeveloped countries are causing so much concern that the question of birth control may even become a political issue right here in the good old U.S.A.

•

Dorothy Kilgallen, of "What's My Line?" fame, paid a delicate tribute to Martin Gabel when he appeared on the panel *vice* wife Arlene Francis by saying, "She has left a part of her behind."

COPY CUB.

In the Washington, D. C. metropolitan area

The Washington Post

is read by sixty-four per cent

of all adult men and women.

It also reaches

nearly half of those

who read the second newspaper

and two-thirds of those

who read the third newspaper.

Publication Research Service
of Chicago, March, 1959

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

Metropolitan Names Stewart, Korn; Buys KOVR-TV

Metropolitan Broadcasting Corp., New York, has appointed Bennet H. Korn to the new post of exec vp in charge of television and William Stewart to the new post of public relations director. Mr. Korn formerly was vp in charge of tv operations and general manager of WNEW-TV, New York. Mr. Stewart previously was an account executive at Communications Counselors, pr subsidiary of McCann-Erickson.

Metropolitan Broadcasting has acquired 96.5% of the stock of KOVR-TV, Stockton, Cal., from Gannett Co. for a sum in excess of $3,500,000. The purchase is subject to the usual FCC approval.

Canadian Agency Moves

Industrial Advertising Agency Ltd. has moved to new quarters at 385 Madison Ave., Toronto. Unlike its U.S. counterpart, however, Toronto's Madison Ave. is a tree-lined residential road in the Casa Loma area. The agency's offices are in a remodeled private residence.

Minor League Group Plans Second 'Fun to Be Fan' Drive

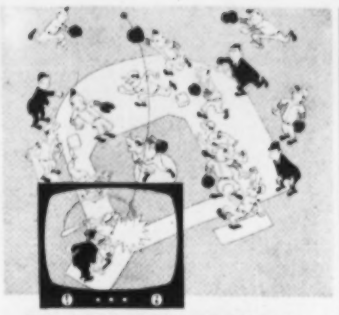
ST. PETERSBURG, Dec. 1—Plans for the second annual "It's fun to be a fan" promotion of baseball attendance in 1960 will be outlined at the National Assn. of Professional Baseball Leagues (minor leagues) convention here this week.

A feature of an all-day promotional panel will be presentation of the 1960 portfolio of promotional aids developed by the association's agency, Byer & Bowman Advertising Agency, Columbus, O.

New institutional newspaper ads, counter cards, schedule folders, wallet schedule cards, outdoor signs, bus cards, window posters, radio-tv spots and novelty promotional items will be displayed and explained by Nick Popa, vp and public relations director of Byer & Bowman. A new feature this year is a "how to promote a special night" portfolio for the ball clubs.

Another booklet is designed to help club officials sell more scorebook advertising.

Topics under discussion at the meeting include development of new fans, merchandising of baseball, selling radio rights, and the attendance boom in the South. #


Enjoy ALL the baseball action
...not just a few INCHES
Baseball is good anyway you base it or see it. But for fullest enjoyment, try watching from our local grandstand instead of your living room. You'll find your enjoyment of baseball soaring like a home run over the centerfield fence. You'll see the whole strategy of offense and defense . . . observe the entire panorama of players, coaches, umpires and fellow rooters. Put the all back in your baseball by becoming a fan in the stands.
YOUR CLUB NAME OR SPONSOR
IT'S FUN TO BE A FAN

COME OUT—*A new promotional portfolio to help boost attendance for the National Assn. of Professional Baseball Leagues next season contains suggested newspaper ads such as this one in the group's "It's fun to be a fan" promotion.*

Wirth Joins FC&B

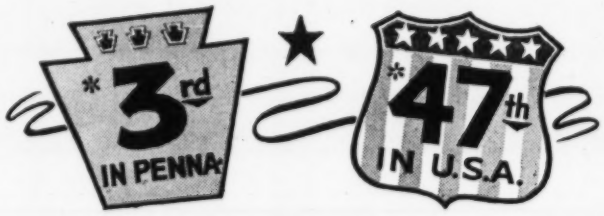
W. R. Wirth Jr., formerly an account executive with McCann-Erickson, New York, has joined the New York office of Foote, Cone & Belding as an account executive on the Liebmann Breweries account.

'Look' Boosts Bellucci, Koontz

Look has appointed Frank Bellucci and Walter Koontz New York ad manager and Atlanta ad manager, respectively. Both were formerly group supervisors on the magazine's New York sales staff.

BRAND LOYALTY
ONE IN A SERIES OF DAYDREAMS AT
GUILD, BASCOM & BONFIGLI - ADVERTISING
SAN FRANCISCO - NEW YORK - LOS ANGELES
CHICAGO SEATTLE
UMMM... THESE MOTHER'S COOKIES ARE GREAT!
WOULD YOU PASS THE SKIPPY, PLEASE
HOW ABOUT ANOTHER BLACK LABEL?
TSK TSK...
AND B.
G.
B.
RICE CHEX
SKIPPY
DON'T YOU GUYS EVER STOP EATING?
IT'S AN AGENCY'S DUTY TO PATRONIZE ITS OWN ACCOUNTS!
...AND WE JUST HAPPEN TO SPECIALIZE IN FOOD.
WELL, I'M GOING OUT AND SNAG A NON-FOOD ACCOUNT BEFORE YOU BOTH BUST!
YOU MIGHT TRY FOR A BICARBONATE OF SODA ACCOUNT WHILE YOU'RE AT IT...
WONDER WHAT DAN WILL COME UP WITH...
WHATEVER THE PRODUCT, WE'LL USE IT!!
GOOD NEWS, MEN... I'VE JUST LANDED US THAT BIG NON-FOOD ACCOUNT
NICE GOING, DAN...
WHICH ONE IS IT?
FRIZBY CIGARS
FRIZBY'S EXPLODING CIGARS...
BANG!
BANG!
YOU'LL ALSO CATCH US USING SUCH PRODUCTS AS SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX, and CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM and BACON, MOTHER'S COOKIES, MARY ELLEN'S JAMS and JELLIES, HARRY and DAVID'S FRUIT-OF-THE-MONTH, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABEL BEER.
Guild Bascom and Bonfigli

ONE SINGLE MARKET FOR GROCERIES!



DISTRIBUTORS AND CHAINS SERVE THE TWO AREAS by SINGLE WAREHOUSING!

*** $168,345,000.00 IN FOOD SALES!**

TOTAL OF LACKAWANNA and LUZERNE COUNTIES IN SRDS CONSUMER MARKETS — MAY 1959

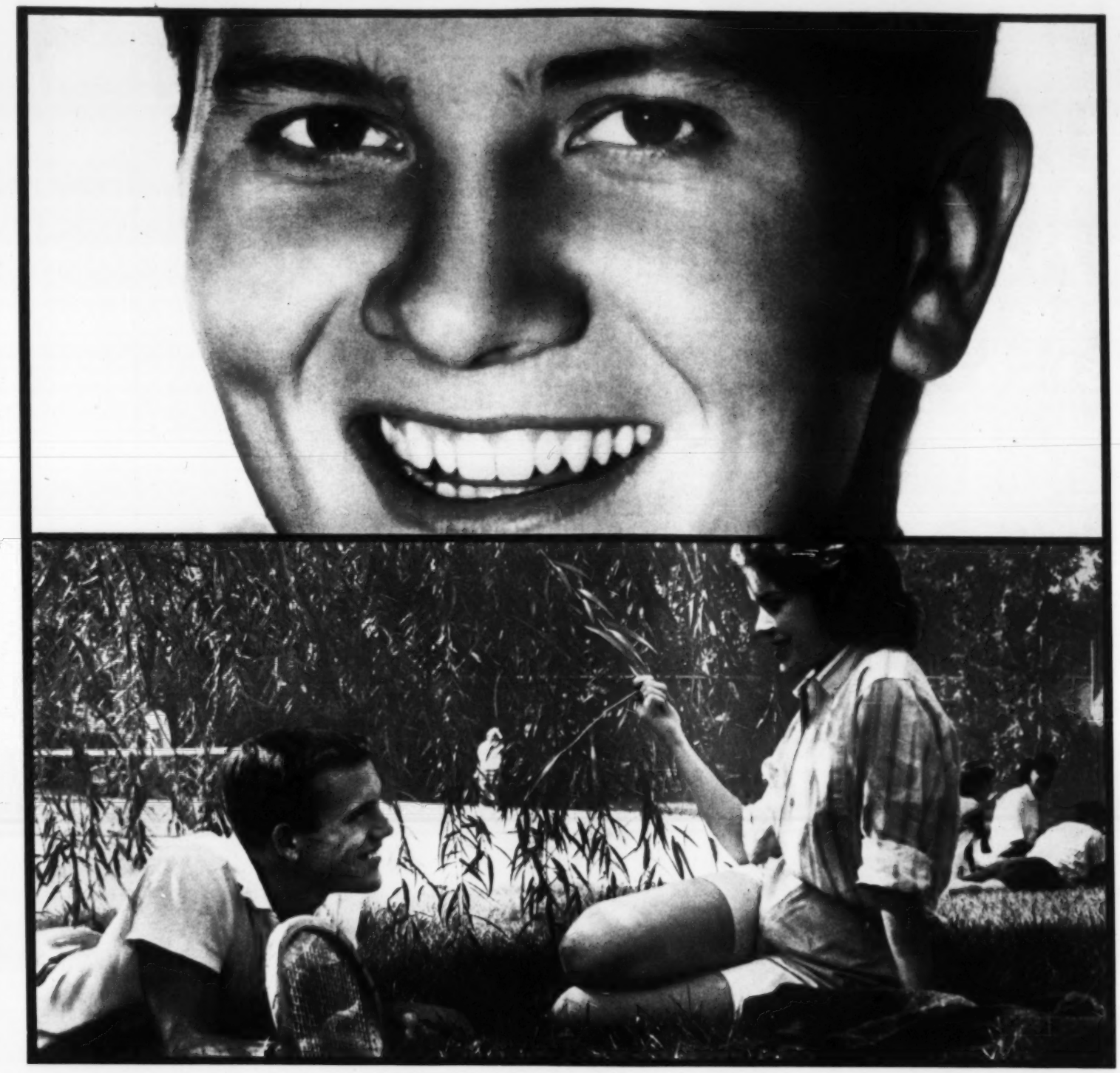
COUNTY "MARKERS" MELT AWAY UNDER MODERN METHODS OF MARKETING!

ONLY The Scranton Times

GIVES YOU THE MOST DOMINATING COVERAGE IN LACKAWANNA COUNTY!

SAWYER-FERGUSON-WALKER COMPANY, *National Representatives*

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



THE CURIOUS RIDDLE OF PAT BOONE... AND TEENAGERS

Have you wondered about the paradox of today's teenagers? They are supposed to be rebellious, undisciplined. Yet here is a young man who is serious, church-centered. His advice is steady and wise. Teenagers not only listen to him. They respond to him with a kind of joy...millions and millions of them across the country. What is the explanation?

The answer might come as a surprise to many—not to the editors of Ladies' Home Journal, who have signed Pat Boone for a series of articles.

Journal editors have a clear image of America's 17,000,000 young people. They never exploit their follies to make good copy. They know that while teenagers are creating new patterns of living, they are serious as well as silly, build as well as destroy—that most teenagers respect wisdom, and will usually return love with love.

This is why Ladies' Home Journal is a great magazine. The Journal knows its readers . . . knows when a woman—of teen age, parent age, or *any* age—is in the mood for a gay love story, when she wants serious help. It knows where she instinctively turns for a lift of the heart . . . what she wants to know about raising children, keeping her family healthy, keeping herself pretty, making her home warm, loving and attractive. It knows she's *always* concerned about counting calories . . . and always in the market for ideas for festive meals.

Journal editors know America, and how America lives. This is why more than 6,000,000 women respect, trust, and believe in Ladies' Home Journal. Pat Boone fits naturally into such an America, and into such a magazine.

In December and in the months to come, thousands upon thousands of *new* readers will turn to the Journal for Pat Boone and will discover all the other great things which have made Ladies' Home Journal the No. 1 magazine for women.

NOW OVER
6,000,000 CIRCULATION

NO. 1 IN CIRCULATION ~ NO. 1 IN NEWSSTAND SALES ~ NO. 1 IN ADVERTISING

Elks Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance...that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

*1959 Starch Report...ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

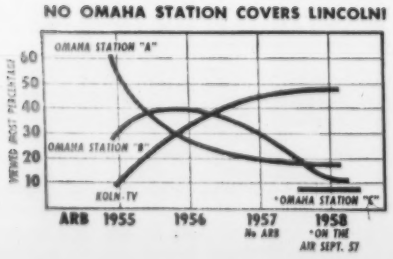
Nebraska has two big television markets. They are both good markets, *but there's a big difference in the way they are covered!*

One market—in the extreme East—is well-served by *three* top TV stations, making it tough to reach a high percentage of the viewers economically.

The other — Lincoln-Land — is *really covered* by just *one* top TV station — KOLN-TV! And the area contains more than HALF the buying power of the entire state.

Ask Avery-Knodel for the facts on KOLN-TV—the Official CBS Outlet for South Central Nebraska and Northern Kansas.

NO OMAHA STATION COVERS LINCOLN!



AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Berkley Baker, ad manager of Eitel-McCullough, San Carlos, Cal., and **Hans (Lefty) Stern,** assistant account exec of Guild, Bascom & Bonfigli, San Francisco, are two of the 25 press aides appointed for the 8th Olympic Winter Games to be held at Squaw Valley in February. The other aides are from colleges and professional athletic teams . . . **Alton Ketchum,** vp of McCann-Erickson, New York, and a consultant to the U. S. Information Agency, has written a new book, "Uncle Sam: The Man and the Legend," published Nov. 16 by Hill & Wang . . . On exhibit at the Brooklyn Museum this month are 16 pieces of ancient Pre-Colombian art from the collection of **Allen Alperton,** ad manager of Pan American Broadcasting Co. . . .

SURPRISE—*Word must have leaked out in advance of a recent visit to Hawaii by Wendell (Pete) Moore, Dodge's advertising and sales promotion manager and also president of the Adcraft Club of Detroit. Pete represented Dodge at a special preview of 1960 Chrysler cars in Honolulu.*

Chip off the old block: Michael Crichton, 16-year-old son of **John Crichton,** AA's editor, won a $1,000 college scholarship as fourth prize in Ford Motor's 1959 Teen-Age Press Conference. Judging was based on news stories written during the conference under deadline pressure, along with grades received on a general information questionnaire. Besides being editor of his school paper, Mike is vp of the Student Council, president of the school's Rocket Club, and does free-lance writing on the side, including a travel article sold to the *New York Times* . . .

Where credit is due: **Chesser M. Campbell,** publisher of the *Chicago Tribune,* was one of four University of Michigan alumni given outstanding achievement awards Nov. 21 . . . **Selig J. Seligman,** vp of ABC and general manager of KABC-TV, Hollywood, has been presented the United Cerebral Palsy Assn.'s distinguished service award . . .

The **Wassermans—Barbara** (former API cohort) and **Bert** (marketing director of George H. Hartman Co., Chicago) are parents of a daughter, born Nov. 24. The baby has been named Hope Allison . . .

Fawcett Cole Schirmer Adams

GOOD SHOTS—*It's a pheasant each for this quartet posing before the Fawcett Publications hunting lodge at Wolsey, S. D.: Ed Cole, General Motors vp and general manager of the Chevrolet division; Tom Adams and E. A. (Bud) Schirmer, president and vp of Campbell-Ewald Co. respectively; and Roscoe Fawcett, circulation vp for Fawcett.*

It was "An Evening with **Sid Shane** and His Piano" Dec. 5 at Steinway Hall. The 26-year-old media buyer at Lawrence Gumbinner Advertising, New York, started playing the piano at 6, gave his first concert at 13 in Carnegie Hall. His program Saturday night started off with Chopin and Grieg, worked its way through Rodgers & Hart and Jerome Kern and ended up with some French tunes . . .

Richard Goennel, *Ladies' Home Journal* sales representative in New York, hooked a 40-lb. striped bass on a recent deep-sea fishing expedition in the waters off Sow and Pig's Reef near Cuttyhunk, Mass. . . **Barton Cummings,** president of Compton Advertising, New York, and **Robert A. Whitney,** president of Marketing Audits Institute, New York, are two of the 71 football players of the year 1934 nominated by their universities for the *Sports Illustrated* Silver Anniversary All-America roster this year. One of the judges is **Chester J. LaRoche,** head of C. J. LaRoche & Co., New York, and also chairman of the National Football Foundation and Hall of Fame . . .

Nuptial news from all over: Margaret Cresswell and **William Kellor Ely** of BBDO, New York, were married Nov. 14 . . . **William W. Collins,** in Procter & Gamble's ad department, was married Nov. 27 to Ann C. Young in Marietta, Pa. The groom is the son of **William H. Collins,** ad manager of Standard-Vacuum Oil . . . On Thanksgiving Day, **Robert D. Willis,** publicity director at WIIC, Pittsburgh, wed **DiAnn Ward,** secretary of the program director at WHTN-TV, Huntington, W. Va., and formerly Willis' secretary when he was promotion manager at that station . . . Caribbean cruising are **Donald C. Weil,** eastern district manager of *Western Electronic News,* and his Nov. 19 bride, the former Phyllis Woodall Geschwind . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

What's Santa doing in Hidden City?

He's moving mighty fast, for there are 428,888 children waiting for him. In fact, Hidden City is one of Santa's largest routes in America. It's a city inside Los Angeles—made up of 310,260 families who read The Mirror News. And you're missing these Hidden City families if you're not in The Mirror News . . . for 4 out of 5 of the million Mirror News readers never look at another Los Angeles metropolitan weekday newspaper.

***It's bigger than Cleveland**... or Houston, Miami, Kansas City, Atlanta, Portland, New Orleans, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

Mirror News

RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

"Their ad gave

me an idea...it was a new design,"

says an Industrial Engineer, Instruments Manufacturer.
"After investigating, we installed it in two different places."

Here are *direct quotations* from McGraw-Hill subscribers. They are taken from continuing readership studies that show how your advertising in McGraw-Hill publications can stimulate *buying* action.

"The fact that the ad shows this to be a lightweight unit stopped me . . . it might fit some work we're doing. I'll send for details."
Vice President, Mining Company

"We sent for a catalog after reading their ad. Now we've standardized on their unit, will probably use $2,000 worth in a year's time."
Chief Engineer,
Machinery Manufacturer

"The ad shows this can be a safety factor, so I'm going to order some. I'll write and have them send a set, then try them out on one machine."
Plant Superintendent,
Equipment Manufacturer

"After reading their ad about these new tires, I called the local distributor and ordered four to try out."
Equipment Manager,
Paper Box Manufacturer

"We'll get in touch with them. We want to see about the motor in this ad."
Group Engineer,
Beverage Manufacturer

"According to the ad, they've done research on problems similar to ours. I wrote for information, and asked for a trial sample."
Technical Director,
Shoe Polish Manufacturer

"I talked to their salesman after reading the ad. We're interested in changing our system, and they will work on it for us."
Purchasing Agent,
Metals Distributor

"As a result of the ad, we substituted their material for what we ordinarily use on a job. It worked quite well."
President, Consulting Firm

If you sell to business and industry, advertising is one of your primary tools. Your salesmen have more time to make specific proposals and close sales when advertising helps them contact prospects, arouse interest, create preference . . . and keep old customers sold.

Your McGraw-Hill representative will be glad to furnish additional evidence of the buying action you can stimulate among more than a million key men in business and industry who pay to read McGraw-Hill publications. They form a responsive audience . . . one you cover most economically when you *concentrate* your advertising in the McGraw-Hill magazines serving your major markets.

McGraw-Hill
PUBLICATIONS

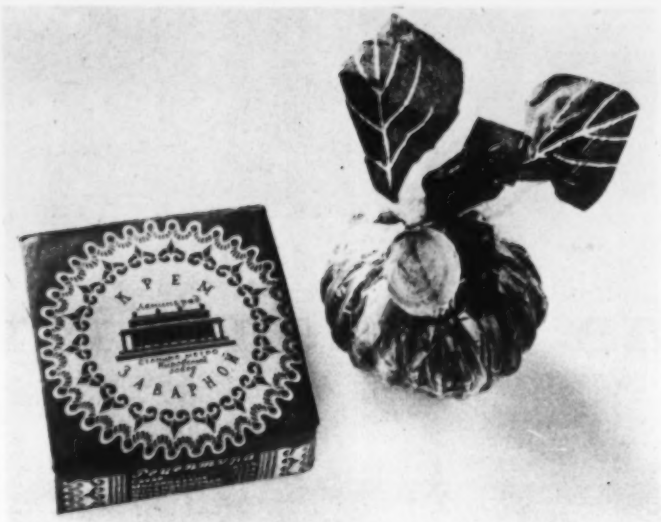
McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

SELL a quarter of a million big consumers of prestige products and services

Doctors are a class market by themselves . . . successful businessmen . . . influential community leaders . . . sportsmen . . . better home owners . . . extensive travelers. Their buying decisions are often made on the quality products and services they see advertised in the AMA News.

sell a quarter of a million doctors every other week in... THE **AMA NEWS**

published by the AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn St., Chicago 10, Ill.
475 Fifth Ave., New York 17, N. Y.
1919 Wilshire Blvd., Los Angeles 57, Calif.



COMMUNIST MARKETING—*These two packages, collected by Walter Landor during a trip in Russia, show that although there is no competition in the Soviet economy package design may become more and more of a marketing force as consumer buying power grows, so Mr. Landor told the Western Packaging Assn. The package on the left is a ready-to-mix dessert and that on the right is a large orange-flavored candy ball sculptured in the shape of orange slices.*

PEOPLE
work–play–*LIVE*
by RADIO!

WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PULLIN' or pitchin', farmers are businessmen who rely heavily on radio to keep them informed on up-to-the-minute weather and market conditions. They and their families get even *more* from radio than *you* do.

But it's important to remember that there are even vaster differences in farm-audience preferences than in city audiences. It takes a *believable* station—free of pitchmen and gimmicks—to make your message stick.

WHO Radio is believable. It is also *aggressive, alert, alive*—the great favorite of listeners throughout "Iowa Plus," America's 14th largest radio market.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio will sell your customers more often, more economically, more completely. Ask PGW for the details on WHO Radio for "Iowa Plus"!

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

Clark Named to Ad Coordination Post at Seagram

NEW YORK, Dec. 1—Douglas S. Clark, advertising manager of Seagram-Distillers Co., has been named to the newly created position of assistant vp of Joseph E. Seagram & Sons (AA, Nov. 30).

In his new position Mr. Clark will be the staff executive responsible to George P. MacGregor, vp in charge of advertising and merchandising, for coordination of intercompany advertising activities. He will also supervise the company's advertising budget studies and its packaging department. In addition, Mr. Clark will be secretary of the intercompany marketing committee.

In effect, Mr. Clark succeeds Charles P. Hirth Jr., who has resigned as advertising and merchandising coordinator, but has not disclosed his plans. Mr. Clark's responsibilities will be broader than were Mr. Hirth's, a company executive said.

■ Mr. Clark has been with Seagram for the past 17 years. During the past few years he has been in charge of advertising for three of the company's major brands, Seagram's V.O. Canadian whisky, Seagram's 7 Crown blended whisky, largest selling brand in the country, and Seagram's Golden gin. No successor to Mr. Clark has been named.

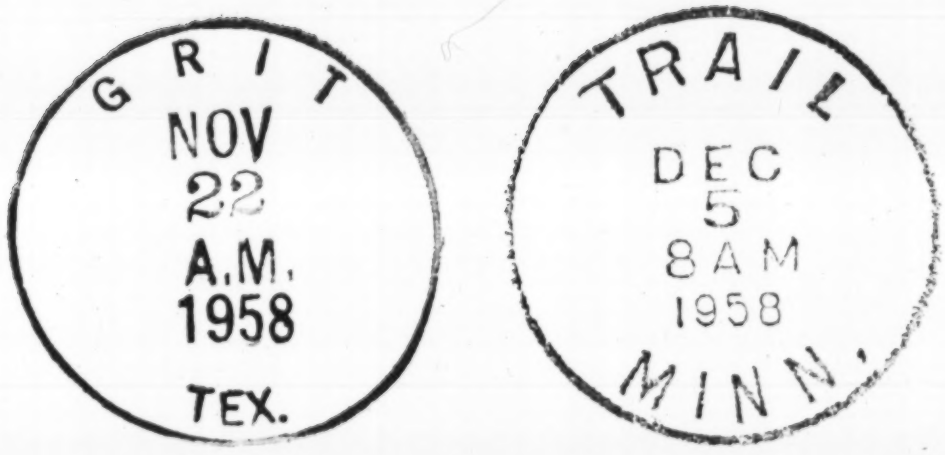
Under the organizational structure of Distillers Corp. Seagrams Ltd., Montreal, Joseph E. Seagram & Sons is the parent company for all of its U.S. holdings. The House of Seagram is the sales company, responsible for the sales of brands marketed through the company's sales divisions: Seagram Distillers Co., Calvert Distillers Co., Four Roses Distillers Co., General Wine & Spirits Co., Hunter Distillers Co. and Browne Vintners Co. #

Edelstein Adds Three Accounts

Irv Edelstein Associates, Los Angeles, has been appointed to handle public relations and advertising for the West Coast Metal Importers Assn., Associated Surplus Dealers of California, and American Hospital, Los Angeles.

The postmarks are actual reproductions

Hit the



to balanced national coverage

Look at your ABC statements. Circulations of multimillion magazines are disproportionately heavy in big-city areas. To help correct this metropolitan bias, add Grit to your schedule. Grit America is small-town America. By distributing a mighty 58% of its copies in towns of 2500 or fewer, Grit helps you get the *balanced national coverage* you must have for total marketing success.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

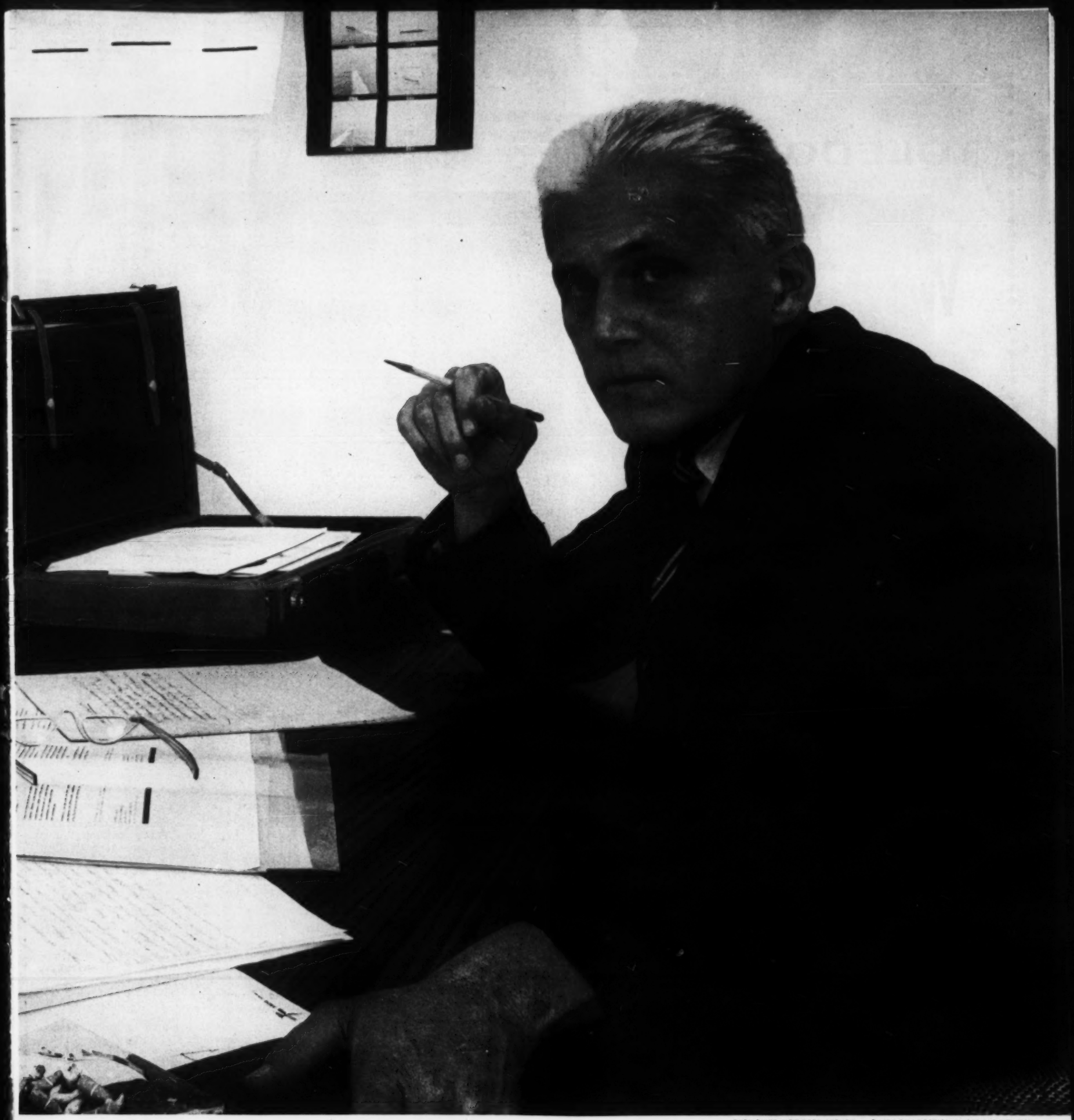
If you like the sweet smell of success—businesspapers are your kind of medium. This is where pro meets pro. Men who know advertising know you build recognition and results fast — talking business to men who want to do business . . . in businesspapers.

Advertising in

as any advertising man

men who read

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, NEW YORK • 201 NORTH WELLS STREET, CHICAGO 6, ILLINOIS • 1004 NATIONAL PRESS BUILDING,



COPY CHIEF, NEW YORK AGENCY . . . PHOTO ON LOCATION BY ARNOLD NEWMAN.

businesspapers means business

who knows his business will tell you — *because*

businesspapers mean business

WASHINGTON, D. C./**PEOPLE PAY FOR BUSINESSPAPERS THEY WANT . . . READ THE BUSINESSPAPERS THEY PAY FOR. NOTE: ALL ABP PAPERS ARE "PAID"**

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined! 1st in Toledo for 38 years—WSPD, the habit station. Call Katz for fast action.

a STORER station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

NEW OFFICES—*What used to be the rear of two retail stores has been converted into a garden entrance for the new triplex offices of Force Inc., Paterson, N. J. Visitors enter the agency via a redwood staircase into a sunken Japanese garden.*

American Art Names Lowe

American Art Metals Co., Atlanta, has named Lowe & Stevens to handle its advertising. George & Glover is the former agency.

Brenner Forecasts Demise, Survival of 19 TV Shows

NEW YORK, Dec. 1—Which of television's new crop of shows will be back on screens next season?

A prediction on the winners and losers was made by Henry Brenner, president of Home Testing Institute, before the Radio & Television Executives Society here last week. Basing his predictions on his company's November tv ratings, Mr. Brenner placed on his list of survivors: on ABC, "The Untouchables," "The Rebel" and "Bronco"; on CBS, "Dennis, the Menace," "The Many Loves of Dobie Gillis," "Hennessey" and "Cafe de Paree"; and on NBC, "Bonanza," "Laramie" and "Deputy."

Scheduled for a short life by Mr. Brenner are ABC's "Charlie Weaver Show," "Philip Marlowe" and "World of Talent"; CBS's "Line up," "Dennis O'Keefe" and "The Big Party"; and NBC's "Fibber McGee & Molly," "Love & Marriage" and "The Troubleshooters."

Mr. Brenner said that his predictions last year of 10 which would see another season and 10 which would fall by the wayside were 100% correct.

■ Mr. Brenner said that despite the unfavorable publicity quiz shows have received recently, they showed a slight gain in popularity this November versus November, 1958. Adventure and variety programs also showed an increase in public appeal this year. Westerns and mysteries, on the other hand, have shown a sharp drop in popularity.

Another champion of qualitative research, Albert E. Sindlinger, head of Sindlinger Co., blamed the quiz scandal on the industry's worship of high ratings. "Out of the tv quiz mess," he said, "there is only one area in which there is complete agreement—the whole thing was created by the insistence on high ratings, high ratings at any cost." #

'Life Int'l,' Europe-Bound, Increases Circulation, Rates

Life International will transfer its printing operations from Chicago to Paris next year. At the same time, effective April 1, the circulation rate base will move up from 320,000 to 340,000 and the b&w page rate will be increased 8.8% to $3,920. Also scheduled for 1960 is the transfer of subscription operations to a centrally located European city.

Dristan Buys CBS Radio

Whitehall Pharmacal Co., New York, has signed to sponsor 30 weekly units of daytime programming, including dramatic series, news and Art Linkletter's "House Party," for nine weeks on CBS Radio. The campaign was placed through Tatham-Laird to promote Dristan.

The Globe
gets Boston coming or going

Figure it out for yourself. More people read The Globe in Boston than any other newspaper. Because the morning and evening editions are substantially the same (only the hard news changes, the features don't), there's little or *no self-duplication*. What reader you don't get in the A.M., you're bound to get in the P.M. The Globe reaches more homes than any other Boston newspaper. Young buying families read it. People of influence read it. People on the go read it. Just remember: if you want to sell Boston, it pays to use Global strategy.

The Boston Globe
puts the world at your fingertips
Morning
Evening
Sunday

Advertisement prepared by MacManus, John & Adams, Inc.

* "... our New Yorker campaign has helped us win new customers ... brought a banner season of sales ... inspired nationwide requests which exhausted our entire supply of Imported Espresso Coffee Makers."

Lee J. Ross Advertising Manager, S. A. Schonbrunn & Co., Inc.

THE NEW YORKER MAGAZINE

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

BANK DEPOSITS UP $12 MILLION

Combined bank deposits in El Paso as of Oct. 6 showed an increase of $12,265,795 over same period in 1958.

Further proof that EL PASO is still on the GROW.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Abbott Labs Wins 3 Top Awards in ADCC Competition

CHICAGO, Dec. 1—Abbott Laboratories, with three medal awards—and one merit award, was the top winner among advertisers in the 1959 advertising art competition sponsored by the Art Directors Club of Chicago (AA, Nov. 30).

Container Corp. of America won two medal awards, and Cox's Inc., Pittsburgh department store chain, won one medal award and one merit award.

Among agencies, Needham, Louis & Brorby was honored for one medal award and three merit awards. J. Walter Thompson Co. and N. W. Ayer & Son each won two medal awards.

Television entries took one-third of the 33 top awards handed out at the club's dinner last week; the remaining medal and merit awards went to the print media. Entries were received from 20 states.

■ Medal award winners in their categories are:

Design of Complete Unit

Magazines (color)—Container Corp. of America (N. W. Ayer & Son); John Massey, art director and artist; Theodore Roosevelt, copywriter.

Magazines (b&w)—State Farm Insurance Companies (Needham, Louis & Brorby); Frank Johnson, art director; Wingate Paine, artist/photographer; John Calnan, copywriter.

Trade Periodicals—Armour Pharmaceutical Co. (Jordan, Sieber & Corbett); Paul Sieber, art director; Don Walkoe, artist/photographer; Harriet Roberts, copywriter.

Newspapers—Cox's Inc.; art director and artist, Arnold Varga; copywriter, Robert Cox.

Direct Mail—Abbott Laboratories; Charles Walz, art director; Lester Buchbinder, artist/photographer; Herbert Lubalin, designer; Richard Collingon, copywriter.

Editorial Design (magazines, house organs, annual reports)—Lee Paper Co.; William Stone, art director; Mei Loo Foo and Norman Ives, artists/photographers.

Posters (other than 24-sheet)—Abbott Laboratories; Charles Walz, art director; Celestino Piatti, artist/designer; Dean Carson, copywriter.

Art and Photography

Magazines (b&w)—Container Corp. of America (N. W. Ayer); Walter Reinsel and Ralph Eckerstrom, art directors; Leonard Baskin, sculptor; Theodore Roosevelt, copywriter.

Newspapers—State Street Council (Doyle Dane Bernbach); Robert Gage, art director; Wingate Paine, artist/photographer.

Direct Mail—LeBern Studios; Edward Fells and Harold LeBeau, art directors; Frank Werle, artist/photographer.

Editorial Design (magazines, house organs, annual reports)—Abbott Laboratories; Charles Walz, art director; Charles Walz, Arthur Osver and Carl Regehr, artists; Herbert Luthin, copywriter.

Design of Complete Unit—Television

Film Commercials (live technique—60 seconds)—Shamrock Oil & Gas Corp. (McCormick Advertising Co.); G. Don Curphey, art director; Ivan Dazey, artist/photographer; Margaret Abrams, copywriter; Alexander Film Co., producer.

Film Commercials (live technique—20 seconds)—Northwest Orient Airlines (Campbell-Mithun); Cleo Hovel, art director and copywriter; Desilu, artist/photographer.

Film Commercials (animation—60 seconds)—Faygo Beverage Co. (W. B. Doner & Co.); John Hubley, art director and artist/photographer; Story Board Inc., producer.

Film Commercials (animation—20 seconds)—The May Co. (Weinberg Advertising Co.); Earl Klein, art director; Bob Curtis, artist/photographer; Animation Inc., producer.

Commercials (live and animation)—Seven-Up Co. (J. Walter Thompson Co.); Robert Tucker, art director; Rudy Perz, copywriter; Sarra Inc., producer.

Miscellaneous—Ford Motor Co. (J. Walter Thompson Co.); Jack Wohl, art director; Charles Green and Jack Wohl, copywriters; Transfilm-Caravel, producer.

Art and Photography—Television

Film Commercials (live technique—60 seconds)—U.S. Steel Corp. (Batten, Barton, Durstine & Osborn); Lawrence Berger and Louis Zansky, art directors; James Huff, copywriter; Transfilm-Caravel, producer. #

TOP ? WHO IS ON

WHOLESALERS say "Hardware Retailer" because . . .

"It's preferred and read by most retailers". . . 4 to 1.
"Offers greatest possible impact". . . 2 to 1.
"It's the leader in the hardware field". . . 2 to 1.
"Basic guide to the field."
"First news of NRHA activity."

Facts from national survey by independent Market Research Bureau.

YOUR NO. 1 CHOICE
HARDWARE RETAILER

MAKE HARDWARE RETAILER YOUR BASIC TRADE CHOICE

Rogers & Agate Bows as Trade Show Producer

Rogers & Agate has opened offices at 19 W. 44th St., New York, for the production and management of expositions and trade shows. The principals are Michael C. Agate, formerly an assistant account executive with Grey Advertising Agency, and Leonard S. Rogers, producer of industrial expositions. Most recently Mr. Rogers served as consultant on an exposition sponsored by the Puerto Rican Manufacturer's Assn.

Among the first shows planned by the new company are the Long Island Electronics Show in Garden City, N. Y., Jan. 28-29; the first public Health & Diet Foods Show in Los Angeles Feb. 15-18; and the Recreation World's Fair, sponsored by the International Recreation Assn. in Philadelphia April 18-24.

Richardson to Electronic Book

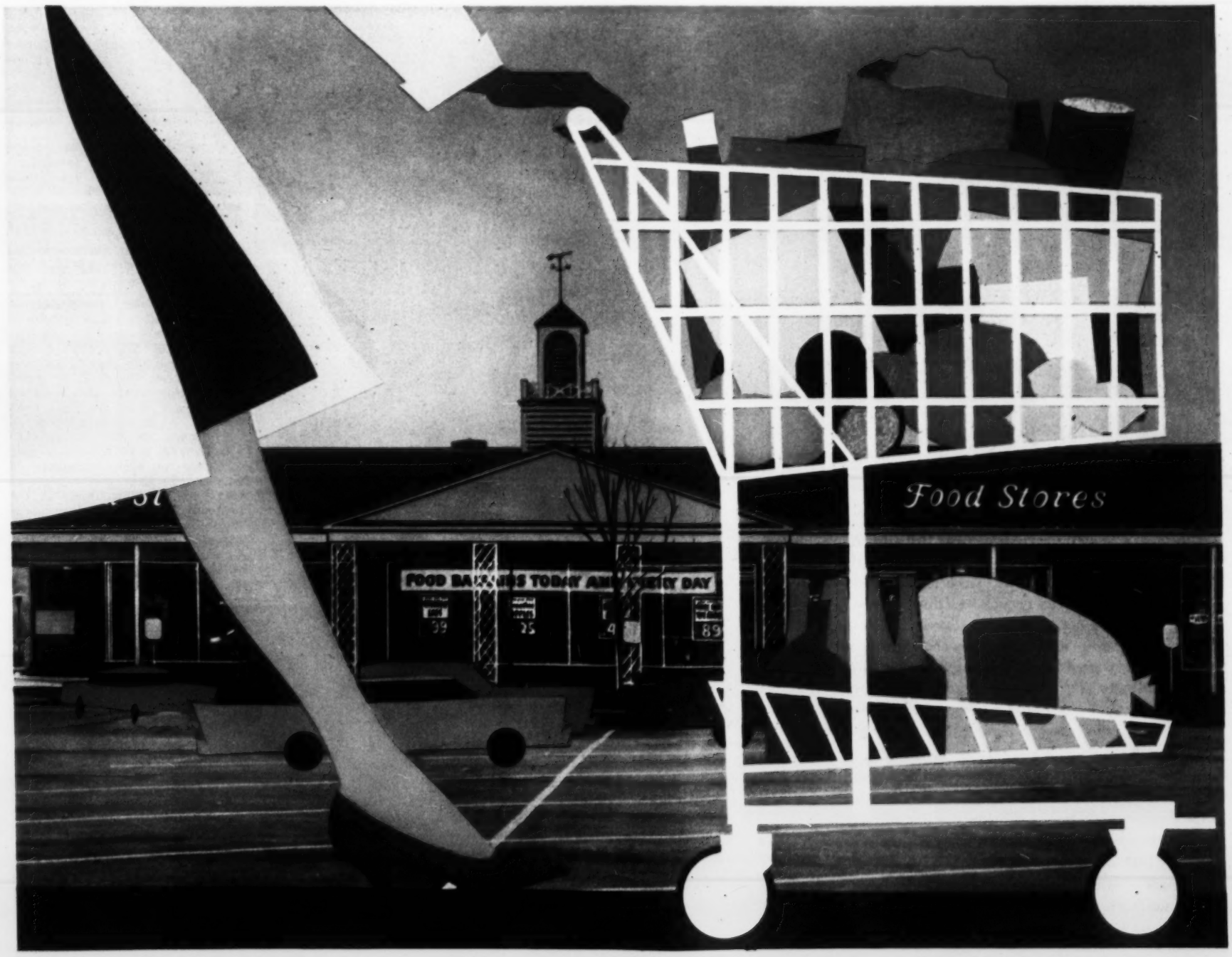
Ralph Richardson, formerly a Detroit salesman for *Sports Illustrated*, has joined the sales staff of *Electronic Design*, New York, and will take over portions of the New York state sales territory.

THE LEADER IN **FOOD** ADVERTISING...BECAUSE

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News has carried more food linage than any other Chicago newspaper—more than any other evening newspaper in the nation during the last fifteen years. Why? Because Daily News families have more money to spend on food and other items. Their median income is $1070 a year higher than Metropolitan Chicago as a whole. What's more, Daily News families are receptive ...93% of them read the paper at home and spend at least 35% more time with the Daily News than readers of the other Chicago dailies.



THERE'S NEWS IN NASHVILLE C-I-D

FOR COMPLETE INFORMATION
Ask a BRANHAM man—or write:
General Advertising Dept.,
NEWSPAPER PRINTING CORPORATION
1100 Broadway, Nashville 1, Tennessee

A new Incentive Plan for advertisers who seek MAXIMUM NEWSPAPER EFFECTIVENESS

CONTINUITY-IMPACT-DISCOUNT PLAN

(EFFECTIVE JANUARY 1, 1960)

providing discounts up to 13% based on current open rates

An advertiser determines his minimum space and frequency. The greater the linage and frequency commitment, the higher the discount. For space above this minimum, an even higher discount is earned. Daily combination, Sunday ROP and Sunday Magazine may be applied and combined to earn discounts.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

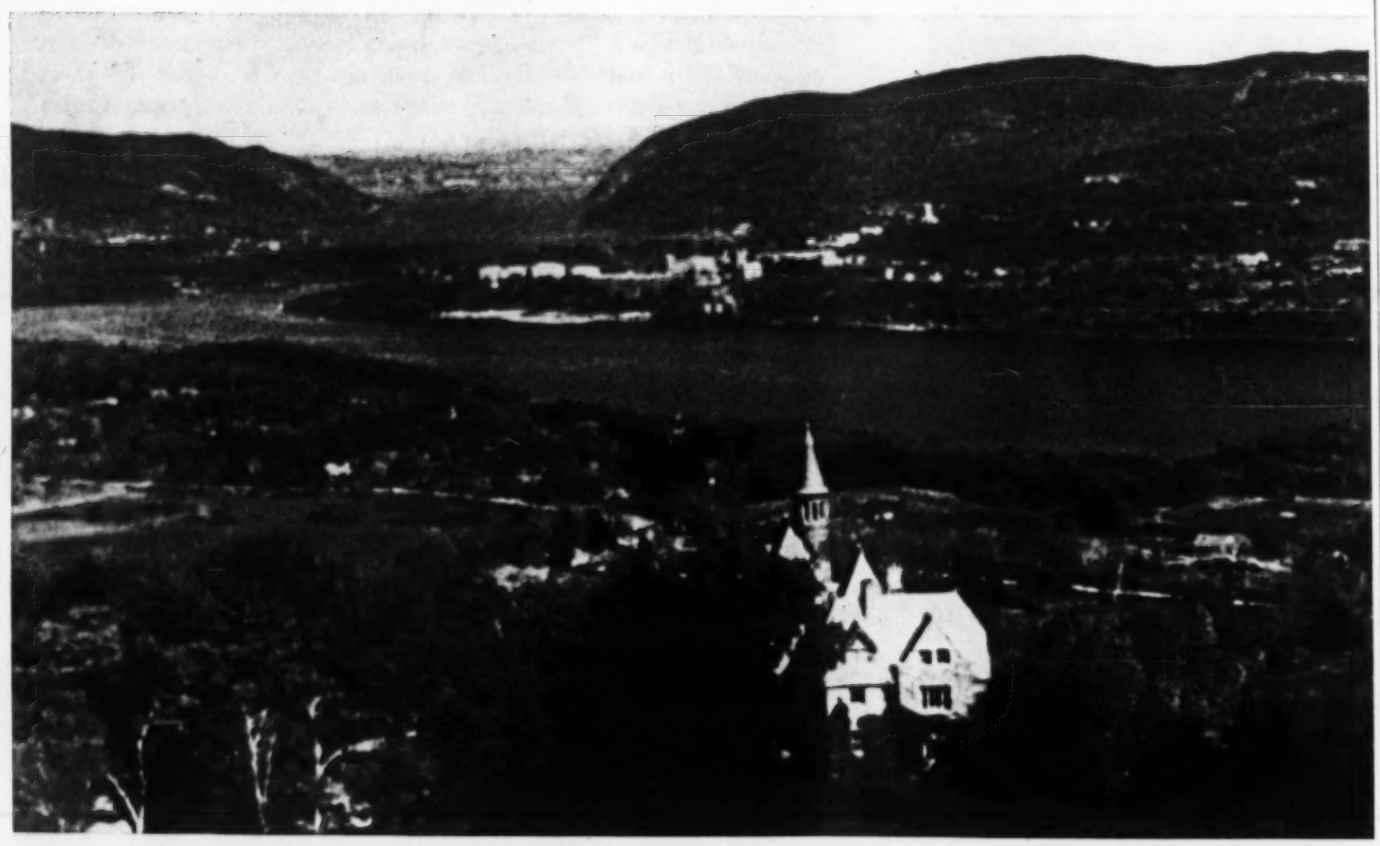
THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning • Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Blake Petry Hathaway Nee

HONOR—*The Outdoor Advertising Assn. of America has been honored "for distinguished service rendered to the American people through the March of Dimes." Joseph Nee, vp of the National Foundation, presents a plaque to Odell S. Hathaway, chairman of the board of the outdoor association. Frank Blake, director of public relations of OAAA, and Arthur G. Petry, national coordinator, public service campaigns, OAAA, participate in the presentation.*

The State of Well-Being



Actually, it's anywhere in America. But, this happens to be "All About New York" (created for the New York Telephone Company). Like other good corporate citizens, this utility recognizes that it owes its own well being to the community it serves. Like others, it renders continuous and numerous community services—seeking, now and then, to find one that is particularly visible, totally useful, deeply appreciated. We are gratified that the color film we had the honor to produce seems to have achieved that kind of stature. Governor, assembly, Washington contingent, civic officials, schools, tourist and convention bureaus—these and others have made their applause official. As we know from experience, a motion picture usually is the most dramatic, most permanent way of saluting state, city, institution, college. May we show you "All About New York"—along with a community relations idea or two we have for you?

Reservation

We would like to see "All About New York" and would also like to discuss with you our objective specified below:

By_____

Organization_____

City and State_____

OWEN MURPHY PRODUCTIONS
723 SEVENTH AVE., NEW YORK 18, N. Y.

Four A's Issues New Edition of Its Ad Career Booklet

NEW YORK, Dec. 2—When it isn't worrying about more pressing things, the advertising business can always turn to the private and continuing concern of where the advertising men of the future will come from.

The American Assn. of Advertising Agencies this week mailed a new edition of its booklet, "The Advertising Business & Its Career Opportunities," to 10,000 vocational guidance counselors in schools and colleges; 10,000 faculty advisors of student publications and 8,000 student editors and business managers.

Art schools and teachers of advertising in colleges throughout the U. S. also get copies. Single copies will be furnished to guidance counselors, educators and students on request, without charge.

The text is updated from previous versions, and the forecast of the future employment possibilities now runs like this:

■ About 75,000 experienced advertising workers are now employed by advertisers, media, suppliers and agencies. The 2,800 agencies listed in the published directories employ about 25,000. If an equal number do clerical and administrative work, there are about 150,000 now employed in advertising.

The need for new people runs about 15,000 a year, with around 5,000 for the agency business, of whom 2,500 have had experience elsewhere in advertising. If the 1965 advertising expenditure tops $15 billion, total employment in advertising may reach 250,000. Agencies would handle around $6 billion and employ more than 75,000 men and women. #

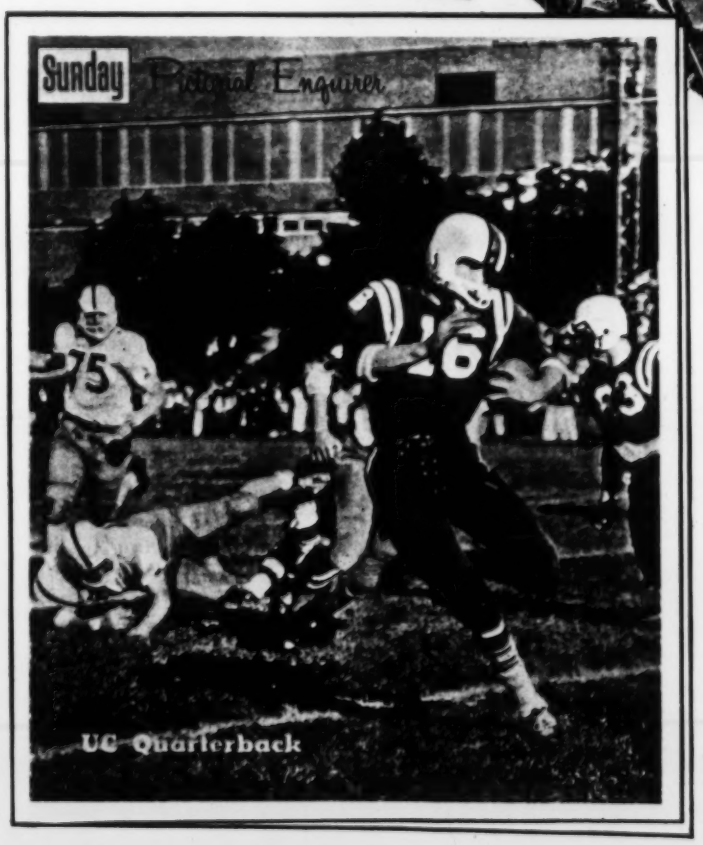
'TV Funfare,' Kids' Guide, Plans 10 Regional Editions

A new television guide for children's shows, *TV Funfare*, has published its first monthly edition for December in the East, Midwest and West Coast. The 64-page January issue will have 10 editions, for New York, Boston, Philadelphia, Washington, Chicago, Detroit, Milwaukee, San Diego, San Francisco and Los Angeles.

Ed Pazdur, public relations director of O'Grady, Anderson & Gray, Chicago, is editor and publisher. He formerly was midwestern editor and promotion director of *TV Guide*. Mr. Pazdur said he would not establish ad rates or accept ads until he could establish a circulation base. Advertising may be accepted by February or March, he said. The *TV Funfare* office is at 230 N. Michigan Ave., Chicago.

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines



in Cincinnati...in any Region
or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

what is the center of California's 4th market?

The San Bernardino trading area. The counties of San Bernardino and Riverside comprise a metropolitan area that is larger in population, households, total retail sales, net effective buying income and where people buy more food, drugs, automobiles, eating and drinking and general merchandise than in the metropolitan areas of Phoenix, San Jose, Sacramento, Salt Lake City, Fresno or Tacoma.

People in this area spend more, per household, for retail sales, and gasoline than in the metropolitan areas of San Diego, Portland, Ore.; or Tacoma.

For a new market study on this profitable market contact your Cresmer and Woodward representative or write, wire or telephone the —

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

Meldrum & Fewsmith Adds 4: Gets Vacuum Cleaner Account

Meldrum & Fewsmith has named Edward S. Banasik an account executive, Jose Vazquez an art director and Carol Ann Brosmer radio-tv buyer in its Cleveland office. Robert L. Brown, formerly area engineer for the Soil Conservation Service in Rutland, Vt., has joined the Detroit office as a copywriter. Mr. Banasik was formerly an account executive with G. M. Basford Co., Cleveland, and Mr. Vazquez formerly was with Griswold-Eshleman Co. Miss Brosmer formerly was with WHK, Cleveland.

Vacuum Cleaner Manufacturers Assn., Shaker Heights, O., has appointed the Cleveland office of Meldrum & Fewsmith to handle its advertising. Rogers & Smith, Chicago, is the previous agency.

Printing Company Moves

L. H. Horne Printing Co. has moved to 230 Park Ave., New York.

BofA to Re-Run Food, Appliance, Auto Drives in '60

NEW YORK, Dec. 1—The newspaper industry's national promotions for the automotive, food and appliance industries will be repeated in 1960.

According to the Bureau of Advertising, ANPA, the 1960 campaign will be in support of dealer organizations and will use the theme: "It's National Car Dealer Week—Buy Now." A similar promotion conducted last April produced about $3,300,000 in advertising and carried the theme, "Live Better by Far with a Brand New Car." Some 750 newspapers in 534 markets participated in the drive.

■ The bureau said the industry's food promotion, launched last September with the theme of "Better Meals Build Better Families," will be repeated in 1960, using the same catchline.

The industry's appliance promotion, launched in November with the theme, "Make Your Home Happier with a New Appliance," will also be repeated, but with a possible change in theme, the bureau added. #

Genesco Meets 'WSJ' Deadline with 4-Page Stockholders Report

NEW YORK, Dec. 1—One of the most unusual reporting jobs in corporate enterprise appeared today—the 1959 annual report of Genesco, formerly General Shoe Corp., Nashville, which gave final figures to 11,000 stockholders.

In addition, the report in newspaper style, covering four full pages of the *Wall Street Journal*, reached almost simultaneously nearly 750,000 people in major financial centers in the U. S. and Canada. Cost of the *Wall Street Journal* ad to Genesco was $50,000.

Created and executed by Manning Public Relations Firm, which also placed the advertising, the report was designed to give the fullest possible information in the shortest possible time after the year's figures were known.

Final Genesco figures for '59 were proof-read and approved in a New York printing plant by the company's auditors. Presses rolled immediately and ten hours later the first of the reports were in the mail to stockholders.

■ Late yesterday, the report went to press as a major section of the *Wall Street Journal* in the newspaper's five publishing plants. It appeared this morning in all editions of the newspaper. It is reportedly the first time a complete annual report has been provided to stockholders so rapidly, or published in full in a daily newspaper with national circulation.

Moreover, by reversing the current fashion of elaborately printed annual reports, Genesco's report, it is pointed out, may set a new trend. It is estimated to contain reading material that would have required at least 25 to 30 pages in a usual illustrated corporate annual report. #

Names Canadian Agency

Barber-Greene Canada Ltd., Don Mills, Ont., manufacturer of road construction machinery and materials handling equipment, has named McKim Advertising, Toronto, to handle its account beginning Jan. 1. Buchen Co., Chicago, is the present agency.

WKAT Names Ochs

WKAT, Miami, Fla., handled nationally by Jack Manla & Co., has named Bernard I. Ochs Co. its southeastern representative.

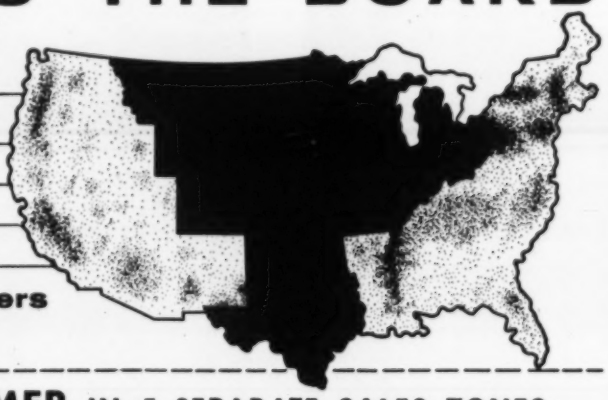
ZERO IN ON YOUR TARGET WITH

CAPPER'S FARMER
ACROSS THE BOARD

Lowest Rates In The Farm Field

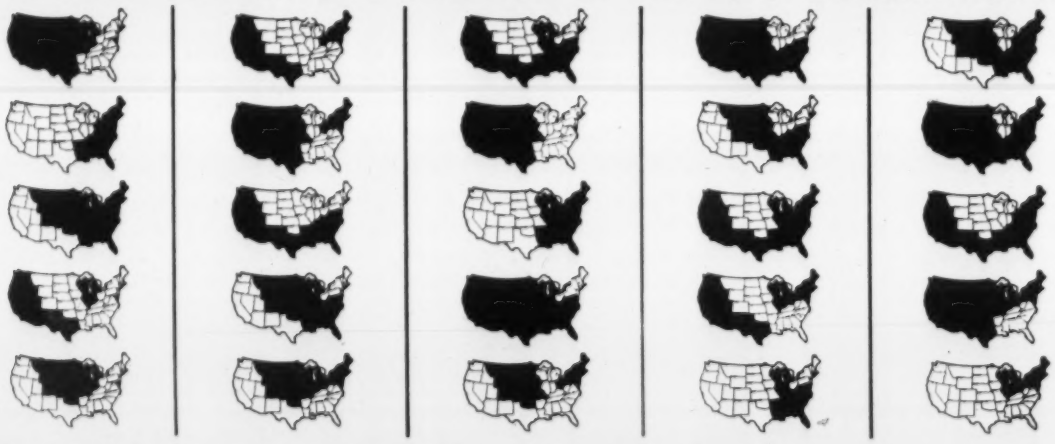
Publication	1 page, B&W	Circulation	Page per Thousand
CAPPER'S FARMER	$5,000	1,585,000	$3.15
Magazine B	5,040	1,301,000	3.87
Magazine C	11,250	3,127,000	3.59

1,585,000 Farm Family Subscribers
$15,117 Average Yearly Income



YOU MAY BUY CAPPER'S FARMER IN 5 SEPARATE SALES ZONES.

YOU MAY BUY CAPPER'S FARMER IN ANY OF 25 COMBINATIONS.



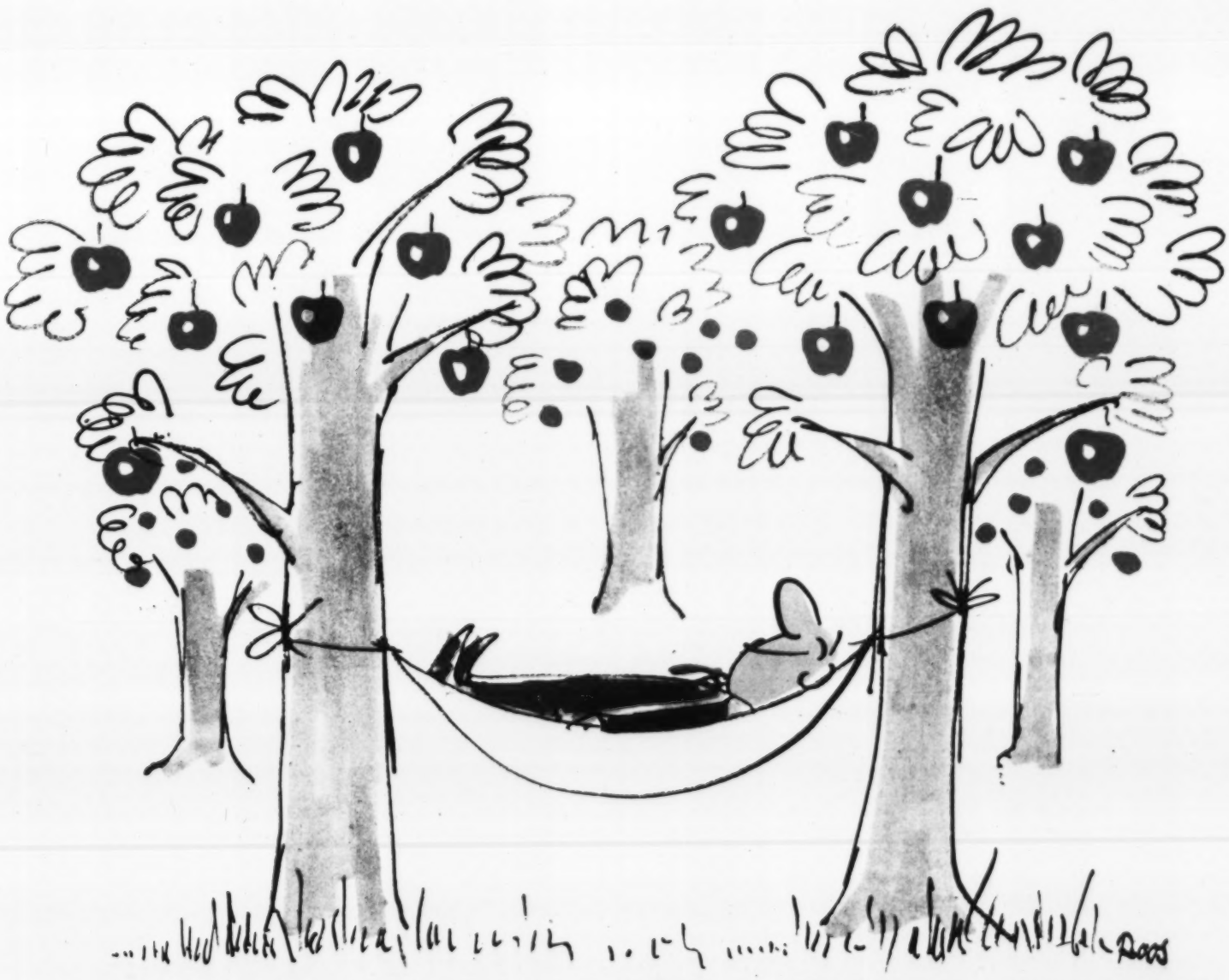
Write—Wire—Phone your nearest Capper's Farmer Sales Office for descriptive booklet and immediate service. Find out how Capper's Farmer's lowest-cost flexibility can serve your needs best.

CAPPER'S FARMER

TOPEKA 912 Kansas Avenue · LOS ANGELES 3142 Wilshire Blvd. · CHICAGO 333 N. Michigan Ave. · SAN FRANCISCO 57 Post St. · NEW YORK 342 Madison Ave. · CLEVELAND 1010 Rockwell

Capper's Farmer is one of 6 farm papers and 19 other properties owned and operated by Stauffer-Capper Publications in the farm magazine, daily and weekly newspaper, radio and television fields.

#1 **triumphs of an advertising decision maker**



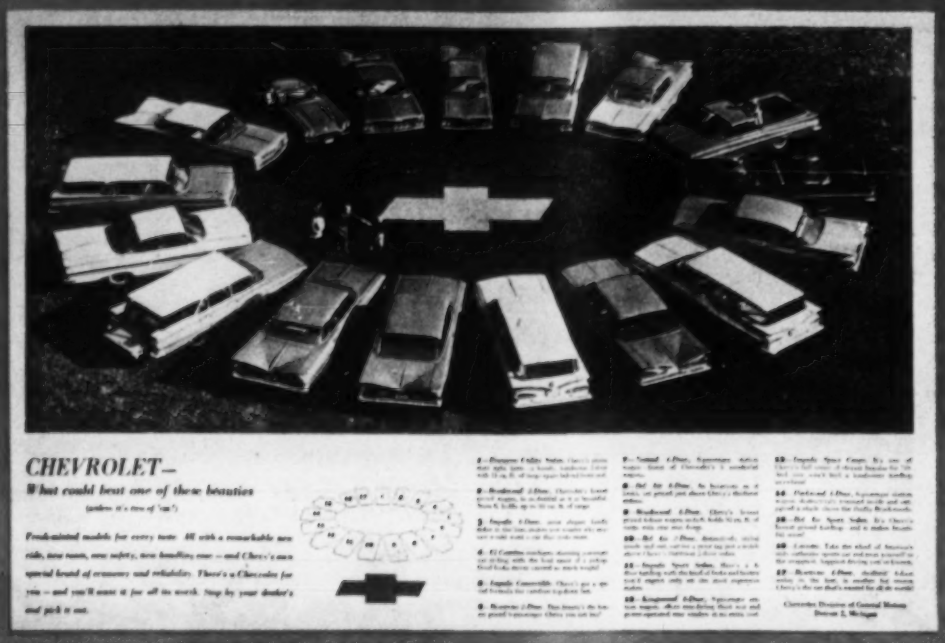
HE DISCOVERED THE BEST PRUNED ORCHARD IN ADVERTISING

This well-informed media man is up a tree in the best sense of the phrase. He wanted full value for his client's advertising dollars. And he recognized that *special interest magazines* prune their audience as carefully as you'd prune an orchard—leaving only the harvest of *ripe fruit*, of prospects already interested in what the client has to sell.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

TOP THREE "NOTED" ADS IN BUSINESS WEEK, FIRST 6 ISS. OF '59, AS MEASURED BY THE STARCH ADVERTISEMENT READERSHIP SERVICE


CHEVROLET—
What could beat one of these beauties
(unless it's two of 'em?)
Predominant models for every taste. All with a remarkable new ride, new room, new safety, new handling ease — and Chevy's own special brand of economy and reliability. There's a Chevrolet for you — and you'll want it for all its worth. Step by your dealer's and pick it out.
Chevrolet Division of General Motors
Detroit 2, Michigan

CHEVROLET DIVISION, GENERAL MOTORS CORP.

Noted 66% Seen-Associated 62% Read Most 22%

There is a new J&L which has invested nearly $60 million dollars in new and improved facilities . . . more than twice the company's total value at the end of World War II. This gives us greatly expanded production capacity, and enables us to be a steady, dependable source of supply for carbon and stainless steel and strip, and many other products, to present customers and customers we never served before.
Jones & Laughlin Steel Corporation

JONES & LAUGHLIN STEEL CORP.

Noted 62% Seen-Associated 58% Read Most 31%

CO-OPERATIVE ADVERTISEMENT – SUNBURY CORP., EASTERN INDUSTRIES, INC., MONSANTO CHEMICAL COMPANY, RHEEM MANUFACTURING CO., THE TORRINGTON CO., WESTINGHOUSE ELECTRIC CORP.

Noted 66% Seen-Associated 46% Read Most 27%

Again in 1960 from Business Week, you get...

52 WEEKS OF STARCH

There are two major kinds of Starch readership reports for advertisers. And only in Business Week—among general-business and news magazines—are both available.

One is the READERSHIP SERVICE—a quantitative survey which tells how many people see and read ads. During 1960, every ad, ⅔ page and larger, in every issue of Business Week, will be scored by this technique.

The second Starch Service is the READER IMPRESSION PROGRAM—a qualitative survey which tells how well the advertising message is accepted and understood. In 1960, this technique will be employed on individual ads in six specially selected issues of Business Week. (Advertisers may arrange for participation in Reader Impression Programs by writing Daniel Starch and Staff, E. Boston Post Rd. and Beach Ave., Mamaroneck, N.Y.)

Take advantage of the unique opportunity these services in Business Week provide. Advertise in Business Week to reach the most concentrated executive audience offered by any general, general-business, or news magazine. And study Starch reports to sharpen your techniques and get maximum readership per advertising dollar. Column at right lists advertisers who achieved highest "noted" scores in each issue of Business Week, during the first 8 months of 1959.

a McGraw-Hill Magazine

BUSINESS WEEK

ISSUE	ADVERTISER	% NOTED	% SEEN-ASSOCIATED	% READ MOST
January 3	Shell Industrial Products	50	47	14
January 10	Socony Mobil Oil Co., Inc.	56	52	21
January 17	General Telephone Corp.	52	45	15
January 24	Champion Paper & Fibre Co.	51	41	11
January 31	Convair Div., General Dynamics Corp.	53	51	24
February 7	Chevrolet Div., General Motors Corp.	51	46	16
February 14	Chevrolet Div., General Motors Corp.	53	51	10
February 21	Bank of America	50	43	8
February 28	E. F. Hauserman Co.	49	41	9
March 7	Chevrolet Div., General Motors Corp.	53	52	13
March 14	Shell Chemical Corp.	53	48	11
March 21	Continental Can Co.	54	49	13
March 28	Jones & Laughlin Steel Corp.	62	58	31
April 4	Victor Chemical Works	55	43	36
April 11	Sheraton Corp. of America	54	53	17
April 18	Corning Glass Works	46	40	15
April 25	Enjay Co., Inc.	48	42	22
May 2	Texaco, Inc.	48	41	16
May 9	Hilton Hotels Corp.	52	50	14
May 16	Chevrolet Div., General Motors Corp.	53	52	14
May 23	Co-operative Ad. (See illustration)	66	46	27
May 30	I. T. E. Circuit Breaker Co.	52	43	18
June 6	Shell Chemical Corp.	46	42	8
June 13	Oxford Paper Co.	48	35	10
June 20	Chevrolet Div., General Motors Corp.	52	50	8
June 27	Armco Steel Corp.	55	51	22
July 4	Shell Chemical Corp.	57	51	19
July 11	Allied Chemical Corp.	53	47	19
July 18	Convair Div., General Dynamics Corp.	51	47	21
July 25	Vanadium Corp. of America	53	45	20
August 1	Burroughs Corp.	50	46	12
August 8	Chevrolet Div., General Motors Corp.	62	59	10
August 15	General Telephone & Electronics Corp.	54	49	12
August 22	Chemical Div., Goodyear Tire & Rubber Co.	56	49	8
August 29	Armco Steel Corp.	58	54	24

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

This Week in Washington . . .

Now FTC May Not Have to Be Content With Hand-Me-Down Research on Ads

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 3—It's an ill wind that blows no good. For the Federal Trade Commission, the ill wind blown up by the tv quiz scandals seems to be serving as a tonic.

"The public and the Congress are watching us," Chairman Earl Kintner commented the other day. "We have to handle ourselves in a way to justify their confidence."

Each passing day demonstrates that the excitement generated by the tv scandals is a blessing for Chairman Kintner.

Word already has come out of the White House, for example, that FTC will be one of perhaps half a dozen federal agencies that are sure to get budget increases next year.

More important than that, however, the behind-the-scenes conferences on tv problems have provided Chairman Kintner with an opportunity to refurbish FTC's somewhat corroded pipelines to other agencies.

■ Recently, for example, he spent some profitable hours telling Attorney General William P. Rogers some of FTC's problems.

Under orders from the President, Attorney General Rogers is in the process of finding out what needs to be done to prevent a repetition of the excesses exposed by the House committee on legislative oversight.

If Chairman Kintner has his way, the attorney general's observations with respect to the Federal Trade Commission are going to deal with matters involving considerably more than rigged tv shows. His plans involve all advertisers and all media.

One major suggestion which Chairman Kintner is pressing seeks to remedy shortages of research facilities. Advertisers almost always provide some research of their own, and FTC needs research if it intends to challenge them. The commission has no laboratories of its own, and it doesn't get much cooperation from government agencies that do.

At the moment, for example, FTC has a budget of less than $25,000 to buy research. With that sum, it has to evaluate—and perhaps challenge—the claims of the entire advertising world, including such lavish underwriters of research as the tobacco and dentifrice industries.

■ Sometimes, of course, FTC gets a windfall, when a competitor comes in and offers to prove that his rival's product is a gyp. More often than not, however, no one steps forward. And frequently neither the government nor an outside researcher is willing to conduct the kind of studies the commission needs.

At the National Institutes of Health, in nearby Bethesda, Md., for example, the government operates the world's biggest medical research facility. But NIH scientists are after the causes of basic disease. It's beneath them to worry about the relative effectiveness of two headache pills.

Similarly, when the commission goes out to buy research from private investigators, it has often been told: "If I spent a year of research on this problem, I might make a significant discovery. Why should I waste my time trying to establish which of two pills works faster?"

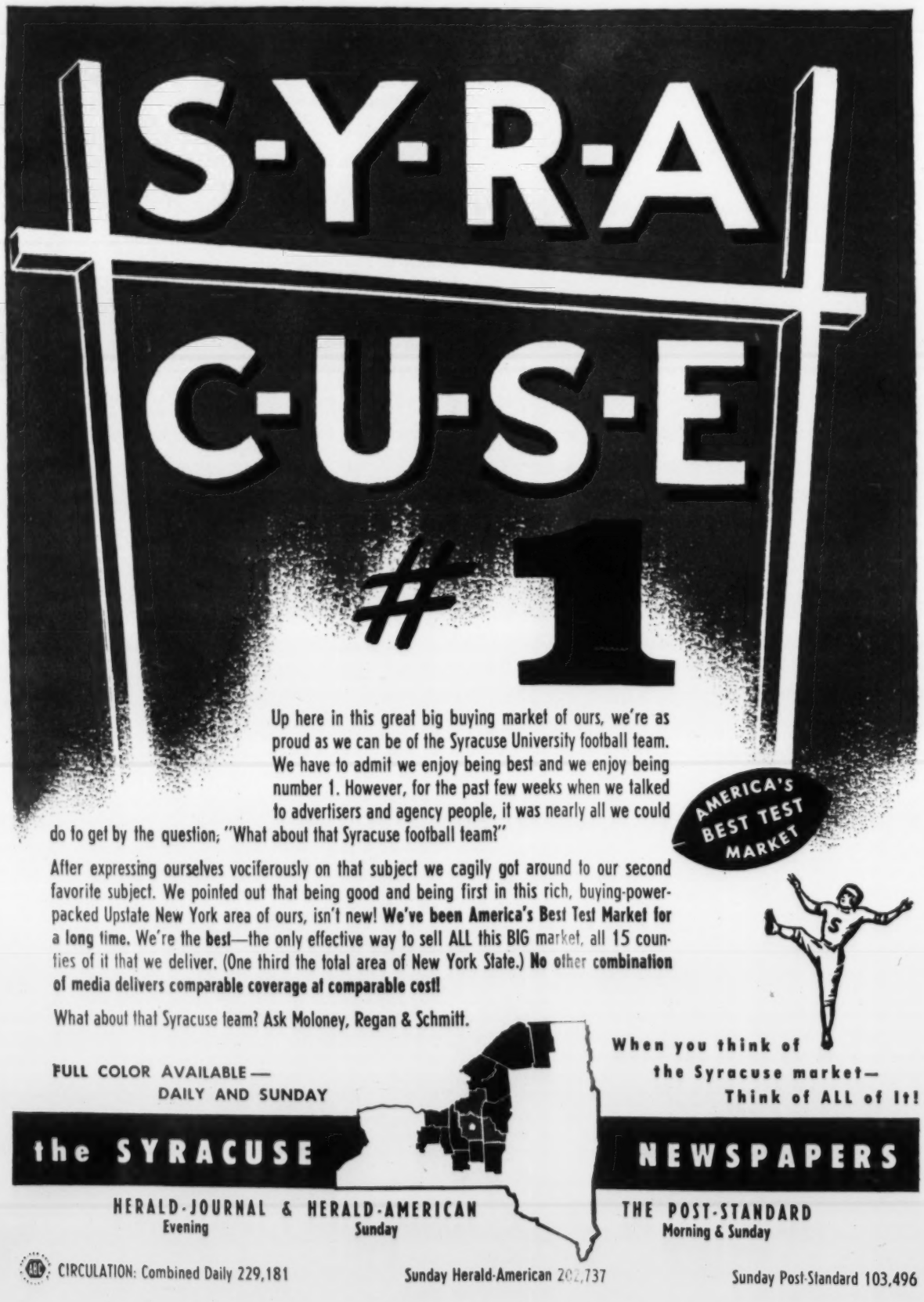
■ Some of FTC's current difficulties in obtaining research from government sources are a legacy of ill will carried over from the past. Many of the laboratories are controlled by regulatory agencies which tend to look down their noses at FTC as a rival which "steals" and then "muffs" important cases.

Other laboratories are controlled by agencies which have had bad experiences with the commission. Staff members don't want to work on FTC orders, and their bosses aren't in a mood to apply pressure.

For example, the Commerce Department's Bureau of Standards formerly conducted important tests which were used to support false advertising cases.

A few years ago, however, scientists from the Bureau of Standards were "roughed up" under cross examination while appearing in behalf of the commission. Scientists not only resented the experience, but they threw up their hands in disgust when the commission, in at least two cases, decided to disregard the opinions of the scientists and accept conflicting testimony by laymen.

■ As Chairman Kintner sees it, these scientists and the laboratories scattered throughout the government are all drawing their checks from the same source. He has taken the problem to the attorney general. From there, it will almost certainly go directly to President Eisenhower.


S-Y-R-A-C-U-S-E
#1
AMERICA'S BEST TEST MARKET
Up here in this great big buying market of ours, we're as proud as we can be of the Syracuse University football team. We have to admit we enjoy being best and we enjoy being number 1. However, for the past few weeks when we talked to advertisers and agency people, it was nearly all we could do to get by the question; "What about that Syracuse football team?"
After expressing ourselves vociferously on that subject we cagily got around to our second favorite subject. We pointed out that being good and being first in this rich, buying-power-packed Upstate New York area of ours, isn't new! We've been America's Best Test Market for a long time. We're the best—the only effective way to sell ALL this BIG market, all 15 counties of it that we deliver. (One third the total area of New York State.) No other combination of media delivers comparable coverage at comparable cost!
What about that Syracuse team? Ask Moloney, Regan & Schmitt.
FULL COLOR AVAILABLE— DAILY AND SUNDAY
When you think of the Syracuse market— Think of ALL of It!
the SYRACUSE NEWSPAPERS
HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday
THE POST-STANDARD Morning & Sunday
CIRCULATION: Combined Daily 229,181
Sunday Herald-American 202,737
Sunday Post-Standard 103,496

AFA Office Set in Nick of Time

Advertising Federation of America's new representative here, Donald Wilkens, got a few moments at the weekly luncheon of the Advertising Club of Washington this week to tell of his progress since opening up shop here Oct. 1.

So far he has had little opportunity to do anything else other than try to get acquainted. Meanwhile, he has been out on one emergency call after another.

"I wouldn't want you to get the impression that all the troubles that have cropped up for advertising in recent weeks can be blamed on the fact that AFA has opened an office here," he quipped. "However, I guess everyone will agree it was fortunate that AFA sensed the danger and began planning more than a year ago to see that advertising had good representation here." #

'Newsweek' to Shift European Printing to London

Newsweek will move its European printing operations to London within the next nine months. The European edition, currently being printed in Amsterdam, will be produced by Hazell, Watson & Viney on new web-fed offset equipment bought by *Newsweek*.

Borden R. Putnam, vp and treasurer of *Newsweek*, said the move will result in a larger page size, greater flexibility in layout, better use of color and easier access to the edition's primary circulation market—Great Britain. Mechanical specifications for advertisers will be unchanged.

102 Markets Buy 'Baseball'

"Major League Baseball Presents," a weekly series of the past season's best games edited to one-hour telecasts, has now been sold in 102 markets and may soon be in 23 more, according to Peter De Met Productions, Chicago, producer of the series. World-Wide Television Sales Corp. distributes the series, which is available on tape or film.

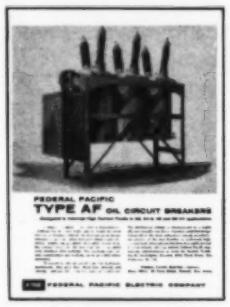
Interested prospects ...for pennies!**

By interested prospects we mean the men who gave these ads their full attention all the way through and could discuss them intelligently in a closed-book interview!

Our research shows that these prospects absorbed the *complete* sales message of these manufacturers – not to mention the 35% to 80% of the readers who recalled having seen the ads, nor the 10% to 70% who read part of the message. These prospects *got it all!*

There just is no other way to reach into all the "layers" of buying influence* in the electric power industry and plant your sales message with the men who are actively seeking information about your product *right now!*

These ads are typical, effective, sales communications. They found prospects, softened sales resistance, and cost only pennies to achieve full, proved, sales message impression. Are you sure your printed communications are this effective? – this economical?



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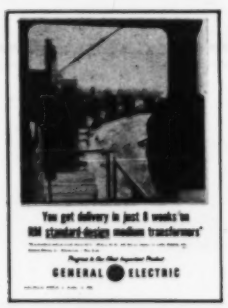
Divn. Trans. & Dist. Engr.: ". . . interested in this right now."

Supt. System Opn.: "If it has the features they say it has we would use it . . . our bird and squirrel faults are terrible. I shall look into it further."

Supt. Trans. & Dist. Opn.: "We'd be interested . . . our faults are continually increasing."

Cost of space 7¢ per interested, thorough reader:

@



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Divn. Engr.: ". . . so many of these transformers are manufactured and shipped, you can't go wrong with them."

Engr. Mgr. T&D Engr.: "It has been discussed with our engineers. We may have use for these transformers."

Dist. Dsgr. T&D Engr.: ". . . if we need these transformers, we could get them in record time."

Cost of space 6¢ per interested, thorough reader:

@

=

Purch. Asst.: ". . . working on an aluminum cost study now . . . information comes in handy."

Asst. Mgr. Generation: "Have used aluminum before . . . will put some test sections in our river water."

Supt. Engr. Generation: "We have about four aluminum substations . . . getting into aluminum more and more."

Cost of space 7.3¢ per interested, thorough reader:

@

* Have you seen the New Electrical World Study of Purchasing Influence in the Electric Utility Industry? It covers 21 different product categories, including yours. Ask your Electrical World representative.

Electrical World

ABC ABP

A McGraw-Hill Publication · 330 West 42nd Street · New York 36, N. Y.

** Based upon findings of the Electical World readership research program which is mutually supported by manufacturers and this publication.

PROGRAM LOGS prove
the Community Acceptance of
KWTV OKLAHOMA CITY
Within the KWTV Community, more than 60 newspapers in more than 50 towns carry the program logs of KWTV . . . proof of KWTV's community coverage!
OKLAHOMA CITY
BUY the TOWER with SALESpower in Oklahoma!
CBS
See your PETRYman

AIA, Chicago, Seeks Data for New Procedures File

The Chicago chapter of the Assn. of Industrial Advertisers is building a file of advertising and marketing procedures which it plans to publish as a report aimed at sharing the wealth of experience of AIA members.

The chapter wants procedures put down in problem-solution form, covering any phase of advertising or marketing. The material is to be sent to Harold O. Hayes, AIA-CC vp, Fuller & Smith & Ross, Chicago.

Solar Returns to Compo

William Solar, formerly vp in charge of sales for the Citations women's shoe line of Somersworth Mfg. Co., has rejoined Compo Shoe Machinery Corp., Waltham, Mass., as vp in charge of sales promotion. His duties will include supervision of advertising and public relations. Mr. Solar left Compo in 1954 after 25 years with the company.

FOXY FASHIONS—*Lilli Ann Corp., San Francisco, is breaking a new series featuring models and mammals with this ad, scheduled in the December issue of Vogue. Copy amounts to a single line running vertically through artwork. Modern Merchandising Bureau, New York, is the agency.*

Stabile Heads New NBC Standards Unit

(*Continued from Page* 6)

cials."

Page ads in newspapers in five major cities and in business papers informed the public and the industry that "NBC is the first network to have set up a permanent organization within its ranks devoted to the planning and execution of whatever new measures are needed to assure the highest ethical standards throughout our operation." Grey Advertising Agency placed the copy.

The ad argued that the "reprehensible conduct of a few individuals" should not be allowed to reflect on the character of the whole industry, and promised that NBC would "crack down on improper practices wherever they may appear, in programming or in advertising."

The network reaffirmed its responsibility for all its fare and its intention to keep "blazing the trail for color television."

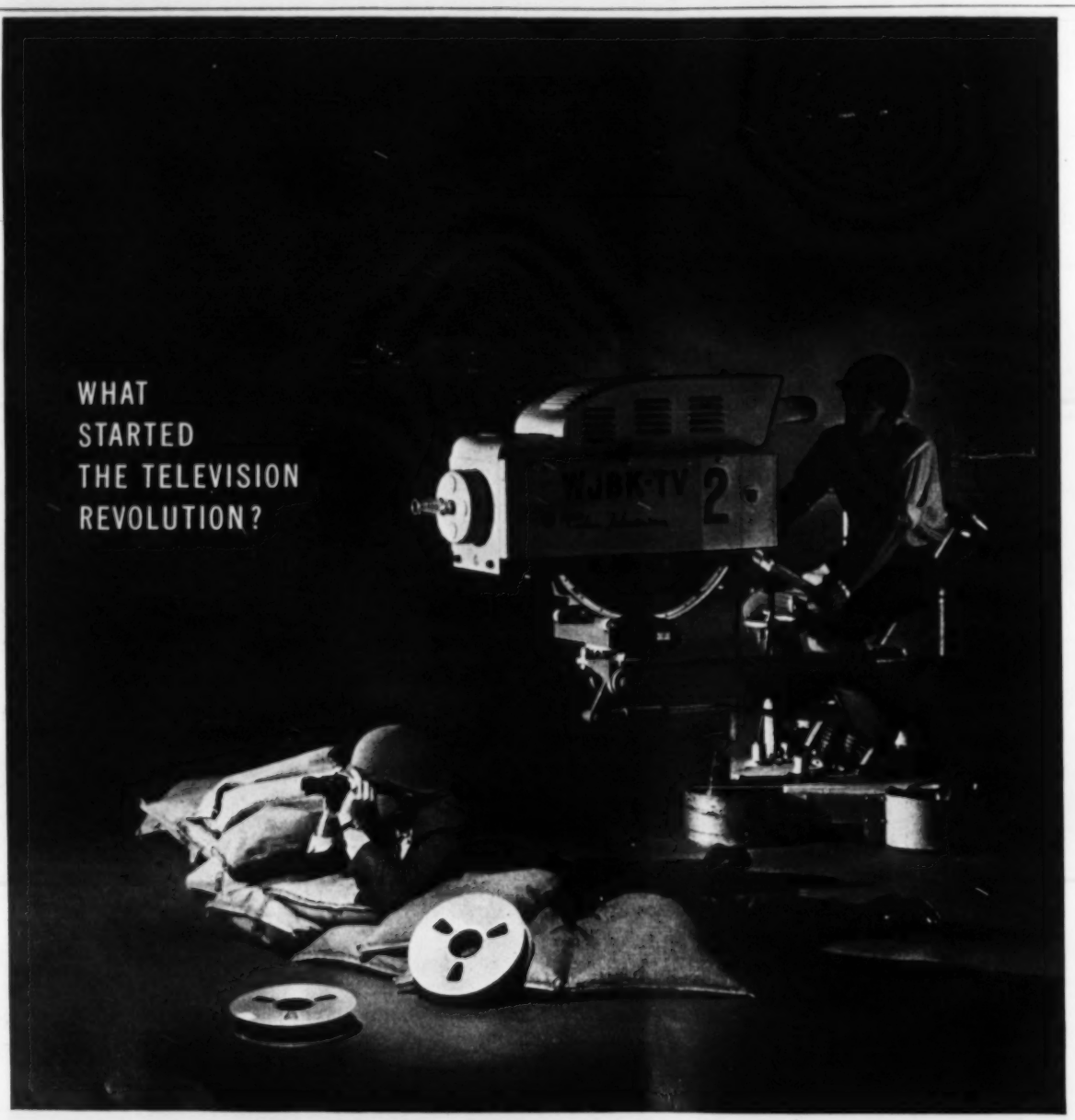
NBC, like ABC, has sent a questionnaire and affidavit to producers, directors, performers under contract, etc., to determine the nature of their outside business holdings in the music and entertainment field. They were asked if they had received anything in the past for plugging music or any other product.

■ Elsewhere on the payola front, Frank Stanton, president of Columbia Broadcasting System, sent a memo to all employes putting the network's "existing policies into writing." The gist of it: "No commercial bribery or payola" on penalty of dismissal.

And Storer Broadcasting Co., Miami, a major station group operator, has set up a new system of "quality control" requiring daily monitoring. Several Storer performers have quit or been fired in the wake of the payola headlines. #

'TV Guide' Boosts Five

John J. Quinn, manager of Detroit and Michigan editions of *TV Guide*, has been promoted to Detroit advertising manager, a new post. He is succeeded by Hugh Jones, formerly manager of Iowa, Illinois and Nebraska editions. Frank G. Wolf, formerly West Coast ad manager, has been named beverage advertising manager, a new post, with headquarters in New York. Succeeding Mr. Wolf is Edward H. Patterson, manager of the Philadelphia office. Ronald A. Krancer, manager of the St. Lawrence and Lake Ontario editions, succeeds Mr. Patterson.



VIDEO TAPE MADE ONLY BY 3M

A lot of shooting in this revolution, but no casualties because "SCOTCH" BRAND Video Tape makes possible flawless "live" commercials and programs. Re-take and processing headaches are in exile. Production costs are under heavy attack.

And it's not over. The best producers agree that the uses and economies of video tape, pioneered by 3M research, are limited only by the imagination of the user.

Fast run-throughs and playbacks, more flexible schedules. The tape can be erased, re-used, spliced and edited.

Perfect video and audio are preserved on "SCOTCH" BRAND Video Tape which gives you "fluff-proof" commercials for half the cost. Maybe less.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of the 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.

News Release from The San Francisco Examiner

Market and 3rd Streets
San Francisco 3, Calif.
SUTTER 1-2424

FOR IMMEDIATE RELEASE

Phone Extension 294 if further information is desired.

SAN FRANCISCO EXAMINER HITS RECORD DAILY HIGH IN CIRCULATION -- 276,026

The San Francisco Examiner, northern California's circulation leader since 1887, in its Publisher's Statement, filed with Audit Bureau of Circulations and subject to audit, for the six-month period ending September 30, 1959 registered a new high in daily circulation--276,026.

This is the second year in a row that The Examiner has reached all-time highs in daily circulation.

The new record high was an increase of 18,775 over The Examiner's six-month period of a year ago.

For the April 1-August 8 period (previous to merger of The San Francisco News and The San Francisco Call-Bulletin), the daily Examiner registered 274,939. From August 10 through September 30, daily Examiner circulation was 278,768.

The September 30 statement placed Sunday Examiner circulation at 482,821 -- an increase of 13,449 copies over the same period last year.

FOR OVER 70 YEARS - GREATEST CIRCULATION
IN ALL OF NORTHERN CALIFORNIA

As Mr. Mason said to Mr. Dixon:
The Atlantic City Press Covers the South... South Jersey that is...

And that's quite some coverage when you consider that, in Southern New Jersey's three rich and rapidly growing counties of Atlantic, Cape May and Cumberland, you can reach—through the PRESS alone—the concentrated buying power of 200,000 customers spending more than $489,985,000 annually in retail sales.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President*

Scolaro, Meeker & Scott, Inc., *National Representatives*

Volvo Stresses Quality, Dealer Liaison in Push

(Continued from Page 3)

The emphasis in all Volvo advertising, Mr. Cairns said, will be on the creation of "a quality image that sells." Few cars, he said, have succeeded in developing a specific image that is theirs alone.

■ Not price, but quality will be the Volvo story. The Volvo, he said, is not the cheapest car on the market, but it offers economy of operation and maintenance. The two-door model sells for about $2,300, and the four-door model for about $2,800. Approximately 90% of sales are of the two-door model.

The copy approach is defined in the head of the forthcoming first ad—namely, "Volvo economy does not mean compromise." The copy spells this out: "Volvo demonstrates that the true 'economy' car can reflect quality without compromise—in pride of ownership, comfort, safety, and the dependability that assures worry-free driving... It comfortably seats five passengers, delivers 30 miles to the gallon, and yet provides as standard equipment many features which other automobile manufacturers call optional." The ads also note that it is sold and serviced by 350 dealers coast-to-coast. That point is one which will also be vigorously stressed.

Great care has been taken to build up a strong and dependable dealer organization. At the head of the organization responsible for the import, distribution and sales in the U. S. is Volvo Import Inc., which operates through three distribution companies. Volvo Distributing Inc. is responsible for sales on the East Coast, the Midwest and the southeastern states. Auto Imports Inc. takes care of the 11 western states. Swedish Motor Inc. is responsible for the South and southwestern states.

■ The parent company is Aktiebolaget Volvo, Gothenburg, Sweden, which manufactures, in addition to cars and trucks, marine and industrial engines, lathes, milling cutters, and special machines, tractors, harvesters, aero-engines, and printing presses. It is one of the major industrial plants in Sweden, and has operations in 44 countries.

A&C is working closely with Volvo dealers.

"A major portion of our efforts," Mr. Cairns said, "will be given to servicing dealers. This is an especially important phase of our program, because it is the dealer, working at the point of purchase, who closes the deal and makes the actual sale. Without a strong, loyal and enthusiastic dealer organization, all the consumer demand in the world is useless."

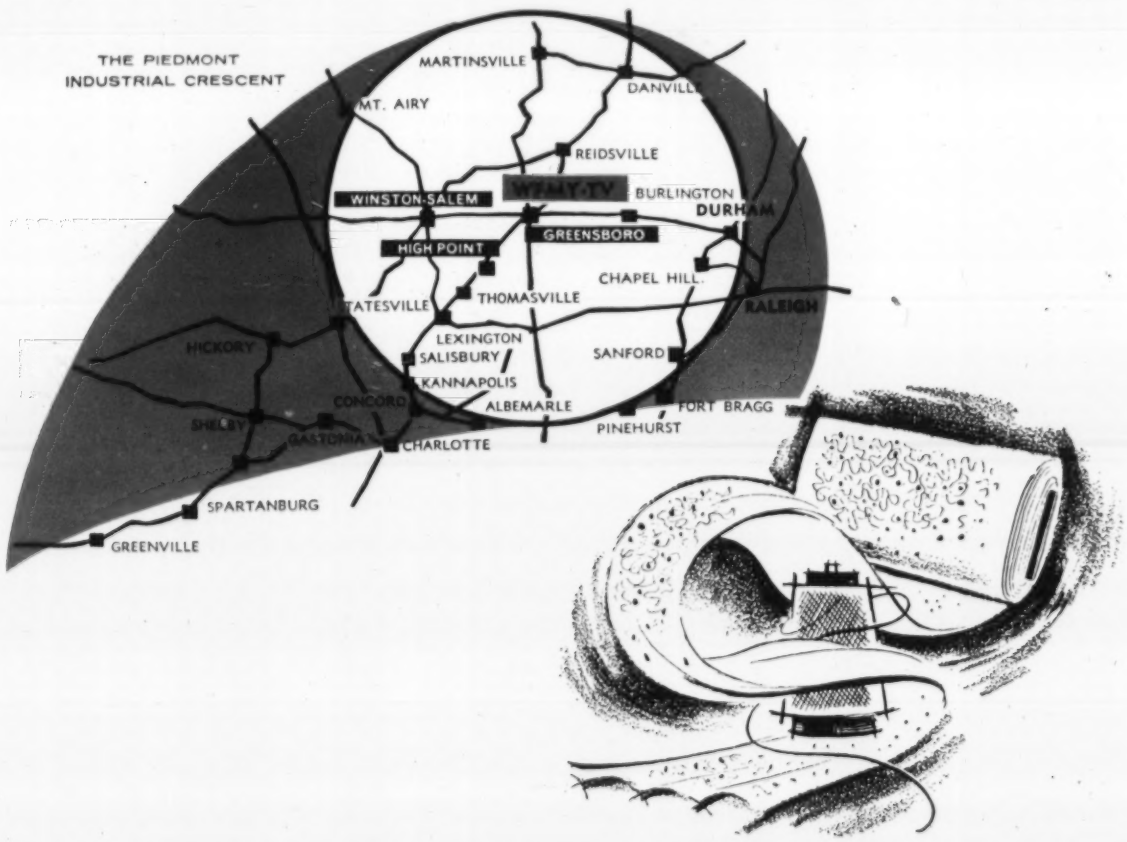
Dealers are supplied with promotion kits quarterly. Each issue has a strong seasonal slant, and each contains such materials as color postcards, blown-up photos, posters, brochures, catalogs and other sales literature and display materials, plus news and advertising mats for release to local newspapers, reprints of Volvo articles and advertisements, advertising and news spots for radio and tv stations, copies of Volvo's advertising schedules, etc.

The agency also is producing a quarterly house organ, "Volvo Progress Reporter," for dealers to distribute to customers and prospects.

■ All auxiliary services are geared to the advertising program and will take their tone and coloration, so to speak, from the advertising, which is intended to create a "quality image that sells."

"It has been our experience," Mr. Cairns said, "based on years of handling advertising campaigns in varied fields of business (the Dobeckman and Lurex divisions of Dow Chemical Co., Facit calculating machines, Peter Dawson scotch and Dry Sack sherry for Julius Wile Sons & Co., to mention merely a few), that the most successful programs are built on sustained effort in national media, supported by local advertising in home town media.

"National media, such as magazines, offer an advertised product the prestige and acceptance of the medium, plus broad selective coverage to a uniform degree in every nook and cranny of the country. Local media, such as newspapers, radio and tv, furnish penetration in depth in the areas producing the highest degree of volume potentials." #



the TEXTILE industry...

creates buying power in the Piedmont Industrial Crescent!

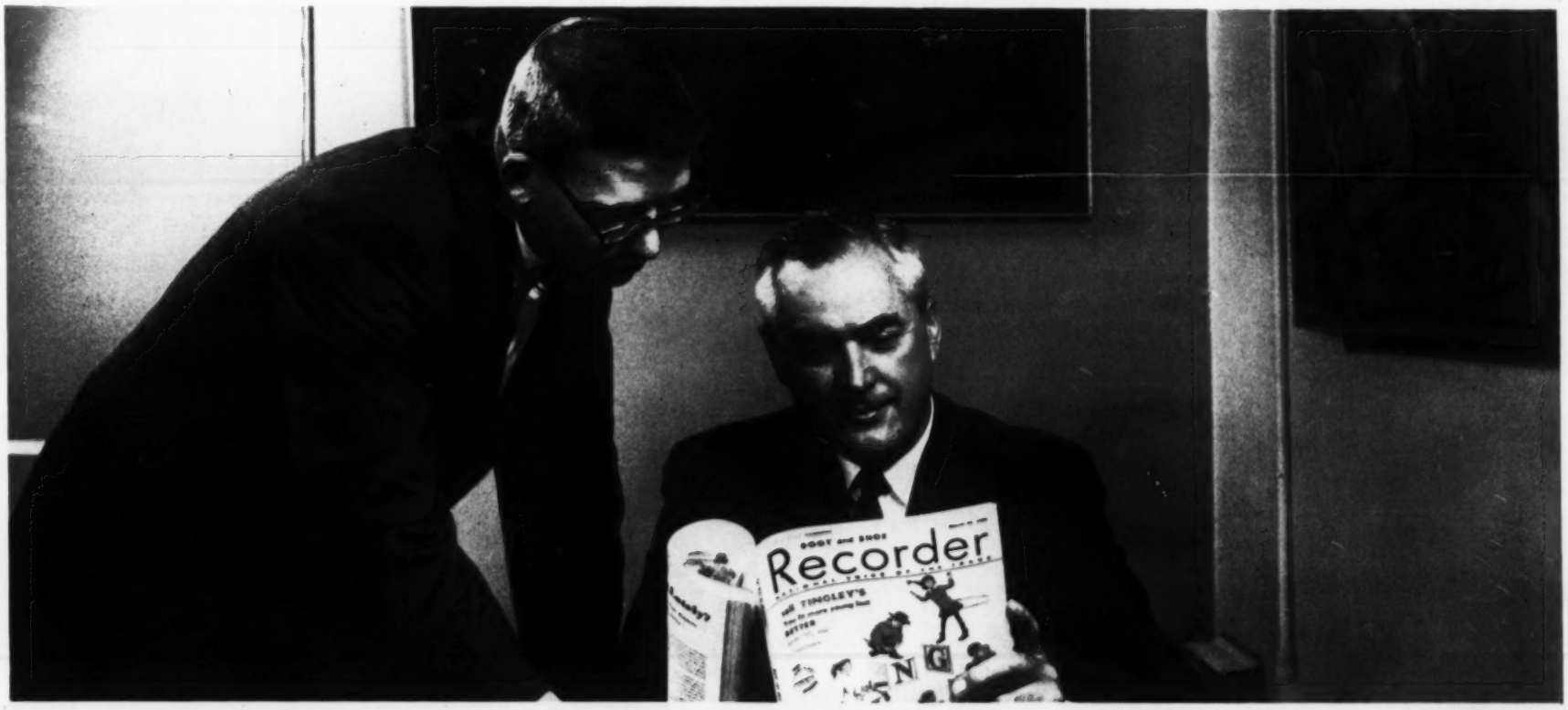
The South's expansive textile industry is **another** reason **why** WFMY-TV ... located in the heart of **the** industrial piedmont ... is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves ... and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv
GREENSBORO, N. C.
'NOW IN OUR 11th YEAR OF SERVICE'
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

THE ONE THAT TELLS 'EM . . .



. . . IS THE ONE THAT SELLS 'EM

What makes a star salesman? "Git up and go"? Certainly . . . PLUS a thorough knowledge of the field. He keeps his prospects posted on important trends, competitive facts and figures, valuable merchandising ideas. He's always welcome. They trust what he tells them and (logically), they trust what he sells them, too. That's why the RECORDER is a star salesman for you. It "gits up and goes" to meet all your prospects, explore their interests and fully serve their business needs. They rely on what it alone has to tell, and (logically), on what it has to sell. Let your advertising exploit its unique editorial force.

READERSHIP — Leads its nearest competitor by 94% according to National Analysts, Inc. survey, which shows average of 3 readers per copy.

VITALITY — 43,000 reprint requests in ten months — and the highest subscription renewal rate in the trade — 74.74%.

IMPRESSION — Exposure time for each issue is longer by months than any competitive publication.

IMPACT — Superior quality and clarity of reproduction plus full color availability, provide maximum visual power.

If you missed any of these significant articles — send for reprints to Boot & Shoe Recorder, Philadelphia 39, Pa.

THE CHANGING CONCEPTS IN SHOE MERCHANDISING
WHY PEOPLE BUY SHOES
Turnover — Expense — Mark-up — Profits... Phase II of a continuing study

BOOT and SHOE
Recorder
A CHILTON PUBLICATION

Aspera Aplenty in Appleton, on Way to Astra, Ex-Brady Men Find in Founding Own Agency

APPLETON, WIS., Dec. 1—Appropriate subtitles for this story could very well be, "How to Form a $1,500,000 Agency Almost Overnight," or "How to Run a $1,500,000 Agency from Five Hotel Rooms."

This is the story of Creative Group Inc., an agency that was founded this fall (AA, Oct. 26 *et seq.*) by four former officers of Brady Co., who were either fired or resigned from Brady.

The tale begins Oct. 16, when Robert V. O'Brien Jr., exec vp of the Brady agency, was fired by Richard H. Brady, president and treasurer of the agency, at a meeting of the agency's officers. Mr. O'Brien told ADVERTISING AGE that the firing was unexpected and that Mr. Brady refused to give any reason for his action. Mr. O'Brien had been with the agency more than 13 years, having joined it shortly after it was started.

■ The next day—Oct. 17—the other three officers of the agency—Elmer A. Otte, vp and account supervisor; Gordon D. Fisher, vp in charge of art, and Richard M. Baker, vp in charge of public relations—resigned. Later the same day, these three men met with Mr. O'Brien in his home and decided to form their own agency.

On Oct. 22 the four executives met and picked a name for the new shop—Creative Group Inc. They decided against naming the agency after any of the founders.

CONVERSION—*Bathrooms in the hotel rooms occupied by Creative Group Inc. have been converted to clothes closets and storage rooms.*

The partners secured their first account Oct. 23, when Gibson Refrigerator Co., Greenville, Mich., which bills an estimated $350,000, decided to switch from Brady Co. to the new shop. Mr. O'Brien had supervised Gibson while at Brady.

"I ran the Gibson account from the back of my wife's station wagon for two or three days, until we got office space," Mr. O'Brien recalled. "I just didn't have any other room for the Gibson materials that I moved out of Brady."

■ The partners signed a deal with the Conway Hotel for "office" space and moved in Oct. 26. The "offices" consisted of five regular, high demand hotel rooms, considered to be among the best rooms in the hotel.

At the same time, they signed an option with the hotel for a suite of more orthodox offices on the top floor of an addition to the hotel currently under construction. These offices are expected to be ready for occupancy by next March or April.

That same weekend, the partners contacted four other Brady employes—John S. Mahoney and Alan Hoppe, account executives; Don Frank, art director, and Keith Green, artist—and invited them to join Creative Group Inc. The four men accepted, resigned from Brady and were on hand Oct. 26 to help establish working quarters in the hotel.

■ While Creative Group was involved in taking down beds and converting bathrooms into storage rooms and clothes closets, two accounts "came in over the transom." The accounts, which the agency had not solicited, were the *Green Bay Press-Gazette* and the *Appleton Post-Crescent*.

"The man just walked in, amid all the confusion, and asked us if we would like to handle the accounts," Mr. O'Brien said.

Accounts came in thick and fast. On Oct. 30, the agency acquired Aid Assn. of Lutherans, Appleton, and *Electrical Merchandising*, New York, both previously Brady accounts.

On Nov. 2, the agency landed its largest account—Hamilton Mfg. Co., Two Rivers, Wis., with esti-

Eat & Drink Sales? New London is 2nd in Conn.

Get your share! New London is 2nd in Eat & Drink sales among all Conn. cities of 25,000 or over population. Average household spending is a big $570 yearly*.

Reach this high-spending market through The Day, the only local daily delivering 98% of this 66,547 ABC City Zone.

*SM '59 Survey

The Day

NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

USE "THE MOST

Because here you can

BE BIG

WITH A LITTLE SPACE —OR A LOT!

mated billings of $450,000—also a former Brady client. Oshkosh B'Gosh Inc., work clothing manufacturer, with an estimated ad budget of $100,000, came into the fold, also from Brady, on Nov. 6. The agency also added Appleton Woolen Mills, another ex-Brady client, as a public relations account.

■ The only negative note to date is that the agency may lose Hamilton.

"The company is unhappy with the costs of advertising collateral material and other expenses and currently is reexamining its whole advertising program and talking to several other agencies," Mr. O'Brien said. "I hope that we will be able to keep Hamilton, but it will come as no surprise if we lose it," he said.

With the Hamilton account, Creative Group Inc. has billings of about $1,500,000. Without Hamilton, the agency would bill about $1,000,000. Mr. O'Brien said the agency currently is working on two or three prospective accounts.

Starting a new agency from scratch has been an unforgettable experience for Messrs. O'Brien, Otte, Fisher and Baker. "We had absolutely no equipment—typewriters, desks and chairs, forms and all the many other things necessary in business—when we opened," Mr. O'Brien said. "When you go to work, you just take such things for granted. So, for the first few weeks, we all spent time buying certain things that we needed, in addition to our regular duties."

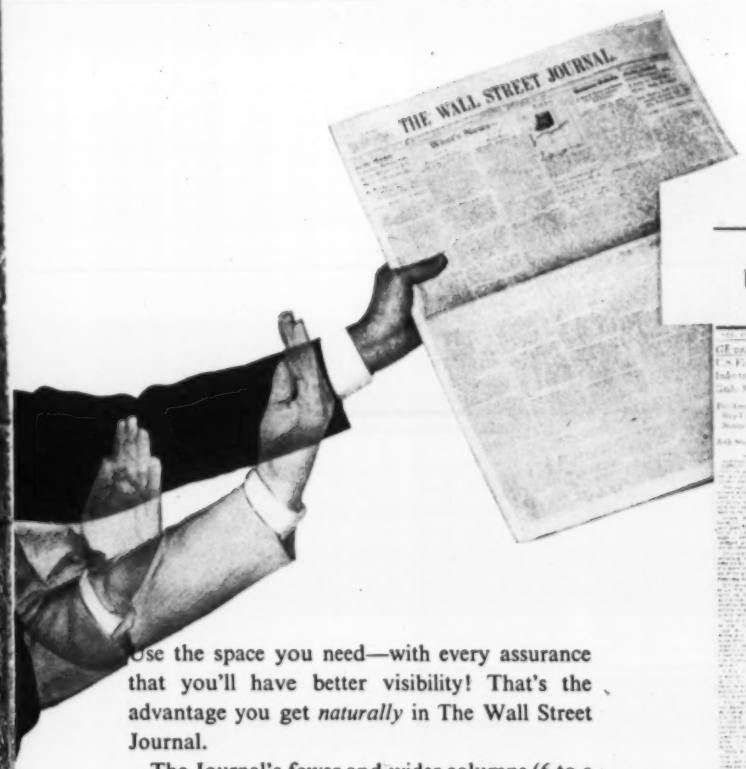
■ The agency's chairless condition lasted for one week. For several weeks only one stapler was available. The initial telephone system was set up in such a way that calls could not be transferred from one office to the next, so there was much running around from office to office.

Executives typed their own letters on borrowed typewriters until office help could be hired and typewriters purchased. The partners and account men had to provide their own cars or hire cabs for business calls—in direct contrast to their former relatively affluent state at Brady Co., which provides its key personnel with company cars.

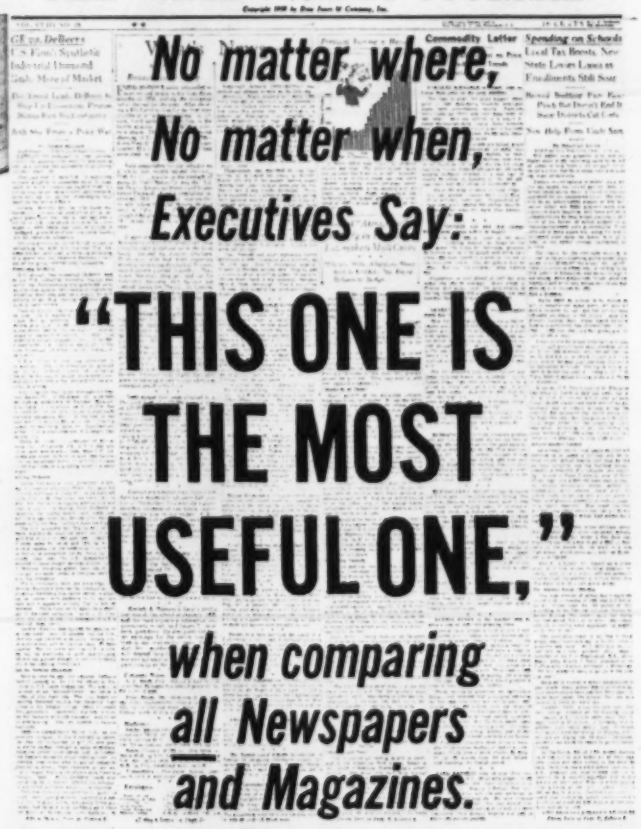
Creative Group's "offices" present striking contrast to the normal agency setup. One room is used for the business office and is staffed by three typist-receptionists. Another room holds the art department. Messrs. Mahoney and Hoppe (account executives) share another room. Messrs. Otte, Baker and Fisher, who are vps and directors, share desk space in another room, and Mr. O'Brien, president and treasurer, occupies the fifth room. Most of the washrooms are used for storing files and as cloakrooms. Communication is via the hotel corridor.

■ Mr. O'Brien estimated that the accounts which have moved to Creative Group Inc. from Brady constitute 50% to 60% of Brady's billings. When asked about the possibility of Brady filing a piracy suit (similar to the famous Duane Jones action [AA, Feb. 4, '52, May 18, '53, *et al.*]) Mr. O'Brien said his lawyers had examined the situation carefully and had told him that there was no basis for a

USEFUL ONE" MOST



THE WALL STREET JOURNAL.


No matter where,
No matter when,
Executives Say:
"THIS ONE IS THE MOST USEFUL ONE,"
when comparing all Newspapers and Magazines.

Use the space you need—with every assurance that you'll have better visibility! That's the advantage you get *naturally* in The Wall Street Journal.

The Journal's fewer and wider columns (6 to a page) give each ad more display impact. Small ads act bigger in The Journal. And then, too, with only about 24 pages in the average issue, there's less visual competition for you.

And if you want to go *Big*—in no other national management publication can you run an ad as big as in The Wall Street Journal. Be big to be *dramatic* . . . or for a long, tell-all story . . . or to show a big illustration of a big product. Here's billboard power without complicated procedures.

Because of The Journal's newspaper format, you have virtually unlimited choice of sizes and shapes to help make your advertising distinctive and compelling.

The dollar you put into The Wall Street Journal is the most flexible dollar in your print advertising budget.

Published at:

Eastern Edition	Midwest Edition	Southwest Edition	Pacific Coast Edition
NEW YORK & WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St. • 1015 14th St., N.W.	711 W. Monroe St.	911 Young St.	1540 Market St.

© Dow Jones & Company, Inc. 1959

MEMO

to:

All Time Buyers

from:

Milt Klein, KEWB

We didn't have time to work up a slick ad to tell you the Big News from the Bay Area . . . but did you know that in only 5 short months since we've been on the air in the San Francisco-Oakland market, KEWB has gone from nothing to NUMBER TWO?

The October/November Hooper shows us with an average audience share of 15.1%, and the October Pulse shows an average share of 15% . . . now how about that?

KEWB

Bermuda Bldg.
Oakland 12, Calif.

•

EXbrook 7-2891
TEmplebar 6-0910

•

MILTON H. KLEIN, Gen. Mgr.
THE KATZ AGENCY, INC.,
Nat'l Sales Rep.
A Service of Crowell-Collier
Broadcast Division
Robert M. Purcell, Director

ZERO IN ON THE E.B.I. OF...

DAVENPORT METROPOLITAN AREA

272,600 people spend 68% of a per household E. B. I. of $6,384 ___ better than Boston, equal to Houston. Use the only newspapers with unduplicated, 100% circulation in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill. ___

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

Otte O'Brien Baker Fisher

THE FOUNDERS—*Looking over a sales flip chart are the four former officers of Brady Co. who founded Creative Group Inc.—Robert V. O'Brien Jr., president and treasurer; Elmer A. Otte, Gordon D. Fisher and Richard M. Baker, vps.*

Hard people and soft people exist only in fairy tales

There are no Tin Woodsmen in the market place today. No hard people who buy only hard things, like automotive products and home appliances. There are no Gingerbread People, either. No soft people who buy only soft things, like cosmetics and clothing and candy.

The wise manufacturer reaches the *real* people by recognizing that they drive cars downtown to buy food, and that they buy food to fill their refrigerators.

And he reaches them through an advertising agency that, in itself, is neither hard nor soft—that specializes only in advertising—and that understands all the people well enough to sell them all kinds of products.

For he knows that creativity and good judgment can't be categorized, any more than people can. If you *don't* have them, nothing else matters. If you *do* have them, nothing else matters.

CAMPBELL-EWALD
Advertising well directed

Detroit • New York • Chicago • Los Angeles • Hollywood • San Francisco • Washington • Denver • Atlanta • Dallas • Kansas City • Cincinnati

lawsuit.

He went on to explain that the former Brady officers made no representations to clients until after they had left the agency. In addition, Mr. Brady has agreed to waive any recovery or claims against the four executives, and they, in turn, have agreed to waive any bonuses due from Brady for their work at the agency this year, Mr. O'Brien said. He added that he and his partners also have made a deal with Mr. Brady to sell back their stock holdings in Brady Co.

■ Although Creative Group Inc. has been in existence for only six weeks, it has stirred up much interest in the advertising field. Mr. O'Brien told AA that he has received congratulatory letters from a number of agencies and friends in the field—and also a number of offers for equipment and supplies. In addition, the agency has received three solid offers to merge from other agencies, but these offers have been rejected.

"We have no desire to merge with anyone," says Mr. O'Brien. "We think we have a good organization and we feel we know how we want to run our business. We still have lots of problems but we are very optimistic about the future, and we like it here in Appleton." #

Dutch Imports Promoted in Two Christmas Ads

Imported Dutch products are being featured in two Christmas ads placed by the Netherlands Trade Commission through its agency, Mann-Ellis, New York. The importers of the products are sharing the costs of the promotion.

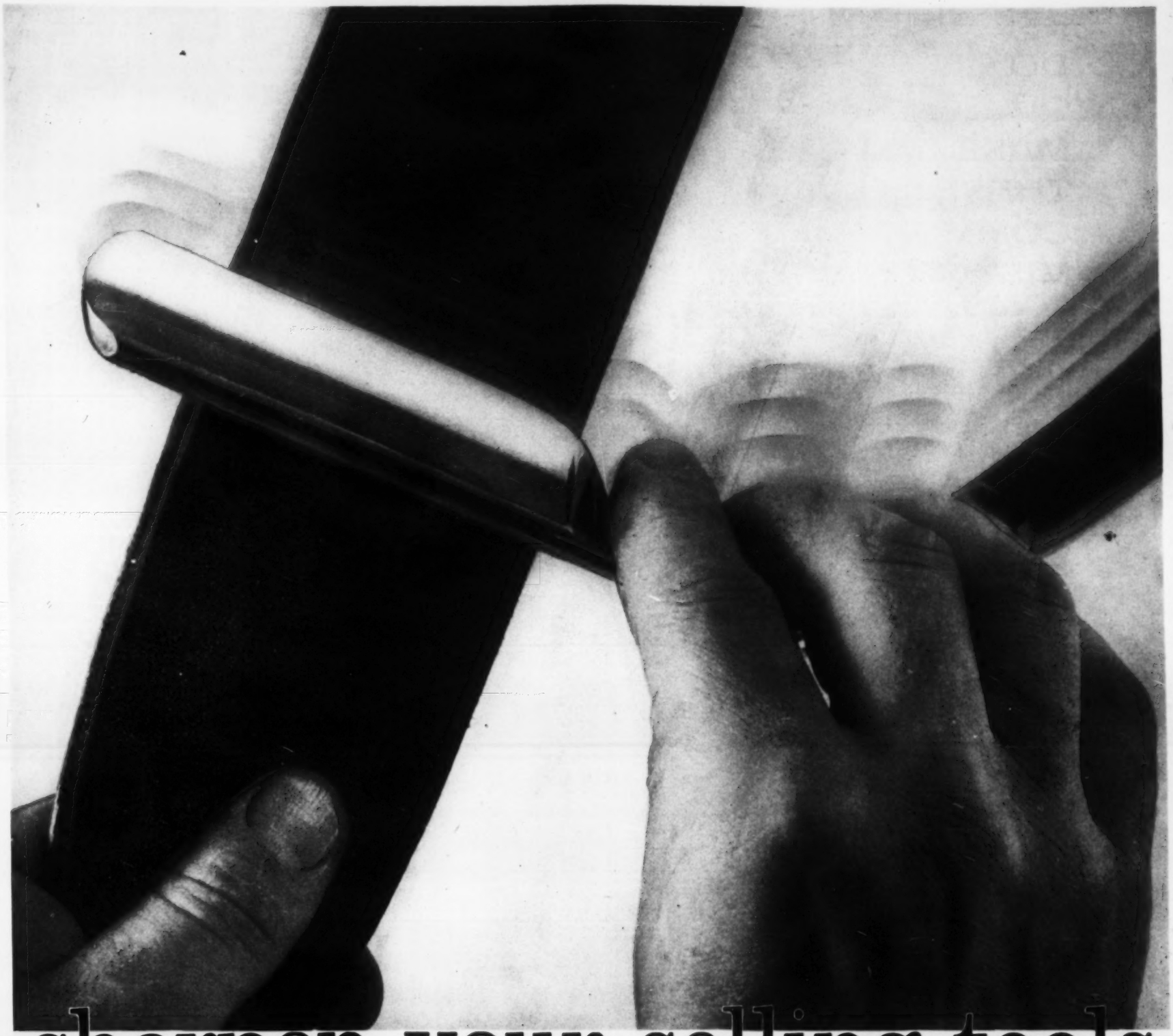
A full page in the Nov. 28 *New Yorker* featured Amstel beer, Zwan canned hams, Droste chocolates, Potterie de Faun birth tiles and Verkade biscuits. A spread in the Dec. 13 *New York Times Magazine* will again feature Amstel, Zwan hams, Droste chocolates and Verkade, joined this time by Unox canned hams and Van Dungen chocolates.

Chamberlain, Lightfoot to L&N

Gene M. Lightfoot, with the Cleveland office of Fuller & Smith & Ross for the past eight years, has joined Lennen & Newell, New York, as an account executive on Reynolds Metals. L&N also has named Joan Chamberlain, formerly vp and copy group head at Ogilvy, Benson & Mather, a copy group head.

Leukart Machine to Mullay

J. Leukart Machine Co., Columbus, O., manufacturer of Jay tampers, Oran floor furnaces and jet engine components, has appointed Maurice Mullay Inc., Columbus, to handle its advertising.



sharpen your selling tools with Sports Afield

Slash through sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors . . . and who read *their favorite magazine* edited exclusively for them.

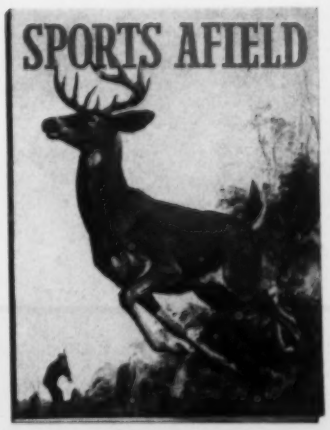
To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD . . . for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

***Ad revenue has quadrupled in the post-war period, circulation has more than doubled . . . 4th quarter of 1959 average circulation in excess of**

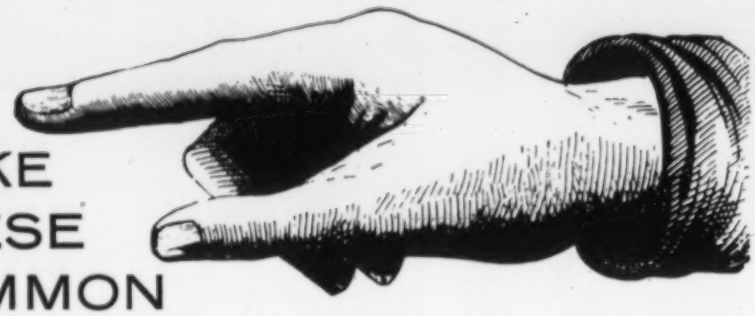
1,100,000**

**Publisher's estimate



SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

DO YOU MAKE THESE COMMON MISTAKES



in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 54 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 39 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

Ad Cliches Like 'Better Attitude Builds Sales' Need Study, Ramond Tells ARF

Du Pont's Wardenburg Is Elected to Board, Replacing Donaldson

NEW YORK, Dec. 2—The annual meeting of the Advertising Research Foundation found the ARF cheery over increased participation, membership, and consultations, and eager for new projects.

Some of the highlights of the meeting:

• Charles K. Ramond, ARF's technical director, talked about possible future areas of operation. He suggested that projects of the future might have three criteria—(1) that the information developed help the decision-making of industry, (2) that it be sufficiently broad in scope, and costly, that no member would attempt it singly and (3) that it meet ARF standards. He spoke of such projects creating further research, and hoped they would create excitement among social scientists.

■ Mr. Ramond referred to assumptions in advertising which would bear research. Among them —"people are all alike"; "learning from advertising is independent of media context"; "a favorable change of attitude toward a product increases sale of that product"; and "it's possible to create advertising which offends no one."

He mentioned two new publication projects, a guide to bibliographies in research and an annotated bibliography of all the advertising research published since World War II. Such reports, he said, would be continued in the projected "ARF Journal," when and if it is established.

• Richard F. Casey, of Benton & Bowles, who was chairman of ARF's annual conference, reported that 791 people attended, and that an analysis of reactions of people attending showed most were pleased and stimulated by the meeting's content. Criticisms tended to center on two points: That much of the content was over the heads of the audience, that it was only remotely related to advertising. Mr. Casey also conceded considerable difficulty in visuals, and said visual presentations would have to be improved.

• Paul E. J. Gerhold of Foote, Cone & Belding, vice-chairman of the technical committee, reported on ARF's consulting service. He said that since 1953, ARF has participated in 45 consultations, involving client expenditures of more than $3,000,000. Of these 45, 25 reports have been issued; 34 consultations have been completed; 11 are in progress. The 34 consultations represented 28 media organizations, working with 17 different research companies on projects.

Mr. Gerhold called the consultative service "the biggest bargain in research today," and praised its record of raising standards of research in the field.

• Frank Mansfield, of Sylvania Electric, ARF's treasurer, presented a solid financial picture—a projected operating net gain of $36,300 for the year, promising a surplus position of $154,000.

• A. W. Lehman, managing director, reported that 169 people worked on ARF committees last year. ARF now has 173 voting members, 121 non-voting, with the largest classifications going like this—64 advertisers, 61 agencies, 78 media, 53 academic and 36 international.

• Arno Johnson of J. Walter Thompson Co., the ARF chairman, urged again that ARF's future lies in long-range basic projects on how advertising works, and asked that researchers—while they continued to try to improve the effects of advertising—remember the broader aspects of the role advertising has to play in an expanding economy.

■ The ARF reelected all directors whose terms expired, except Ben Donaldson, who recently retired from Ford Motor Co. Mr. Donaldson's post on the board will be filled by F.A.C. Wardenburg, E. I. du Pont de Nemours & Co. The board elects ARF officers. #

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

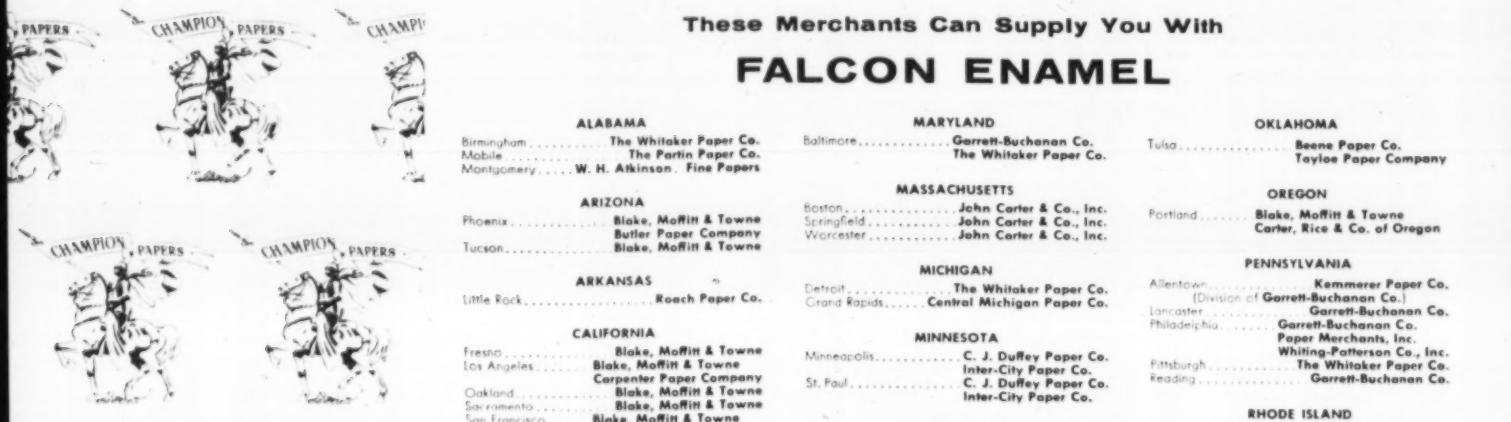
ALBERT GOMMI

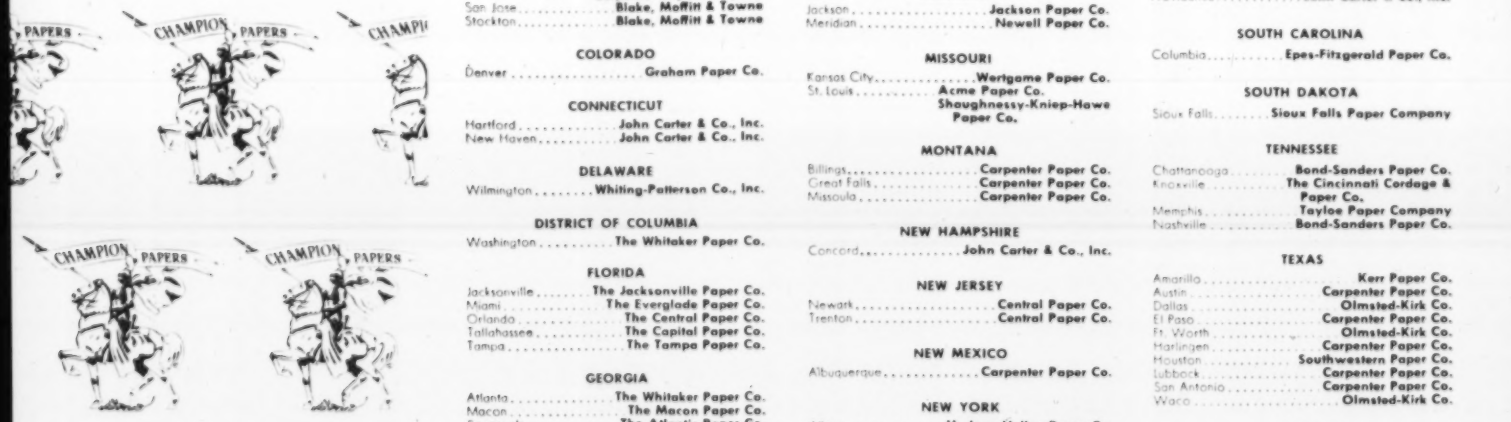
© THE CHAMPION PAPER AND FIBRE CO., 1959

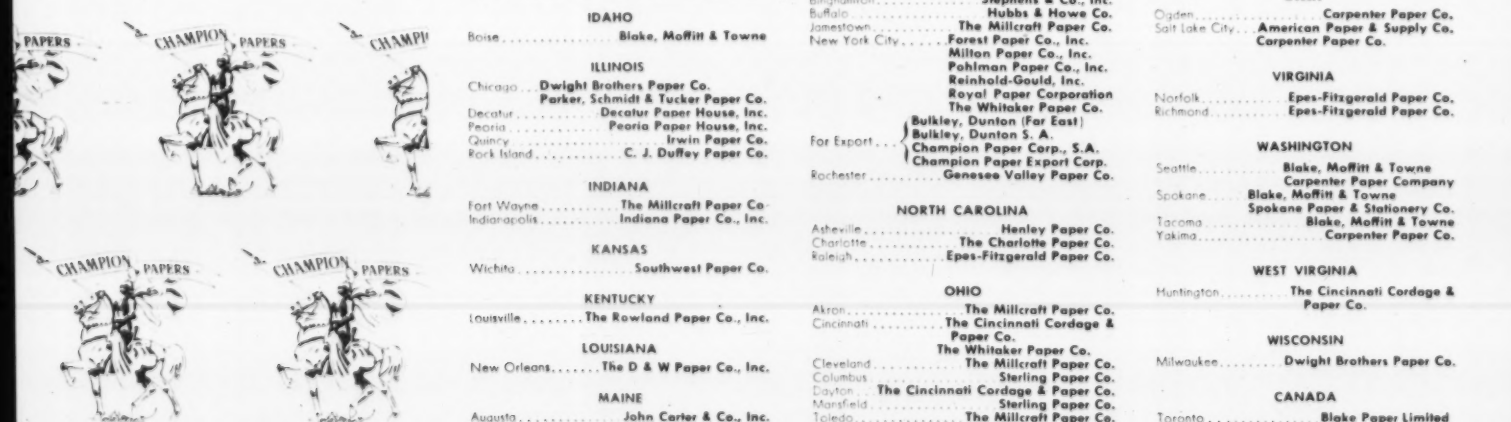
Ready for high-speed performance no matter how long the run, Falcon Enamel by Champion gives quality four-color letterpress reproductions. Standard weights are 60, 70 and 80 pounds. Heavier weights for magazine covers and other special uses are also available. Designed for the varied requirements of the advertiser and publisher, it is effectively used for direct mail, catalogs and periodicals.

FALCON ENAMEL

THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO







These Merchants Can Supply You With

FALCON ENAMEL

ALABAMA

Birmingham — The Whitaker Paper Co.
Mobile — The Partin Paper Co.
Montgomery — W. H. Atkinson Fine Papers

ARIZONA

Phoenix — Blake, Moffitt & Towne
Butler Paper Company
Tucson — Blake, Moffitt & Towne

ARKANSAS

Little Rock — Roach Paper Co.

CALIFORNIA

Fresno — Blake, Moffitt & Towne
Los Angeles — Blake, Moffitt & Towne
Carpenter Paper Company
Oakland — Blake, Moffitt & Towne
Sacramento — Blake, Moffitt & Towne
San Francisco — Blake, Moffitt & Towne
Carpenter Paper Company
San Jose — Blake, Moffitt & Towne
Stockton — Blake, Moffitt & Towne

COLORADO

Denver — Graham Paper Co.

CONNECTICUT

Hartford — John Carter & Co., Inc.
New Haven — John Carter & Co., Inc.

DELAWARE

Wilmington — Whiting-Patterson Co., Inc.

DISTRICT OF COLUMBIA

Washington — The Whitaker Paper Co.

FLORIDA

Jacksonville — The Jacksonville Paper Co.
Miami — The Everglade Paper Co.
Orlando — The Central Paper Co.
Tallahassee — The Capital Paper Co.
Tampa — The Tampa Paper Co.

GEORGIA

Atlanta — The Whitaker Paper Co.
Macon — The Macon Paper Co.
Savannah — The Atlantic Paper Co.

IDAHO

Boise — Blake, Moffitt & Towne

ILLINOIS

Chicago — Dwight Brothers Paper Co.
Parker, Schmidt & Tucker Paper Co.
Decatur — Decatur Paper House, Inc.
Peoria — Peoria Paper House, Inc.
Quincy — Irwin Paper Co.
Rock Island — C. J. Duffey Paper Co.

INDIANA

Fort Wayne — The Millcraft Paper Co.
Indianapolis — Indiana Paper Co., Inc.

KANSAS

Wichita — Southwest Paper Co.

KENTUCKY

Louisville — The Rowland Paper Co., Inc.

LOUISIANA

New Orleans — The D & W Paper Co., Inc.

MAINE

Augusta — John Carter & Co., Inc.

MARYLAND

Baltimore — Garrett-Buchanan Co.
The Whitaker Paper Co.

MASSACHUSETTS

Boston — John Carter & Co., Inc.
Springfield — John Carter & Co., Inc.
Worcester — John Carter & Co., Inc.

MICHIGAN

Detroit — The Whitaker Paper Co.
Grand Rapids — Central Michigan Paper Co.

MINNESOTA

Minneapolis — C. J. Duffey Paper Co.
Inter-City Paper Co.
St. Paul — C. J. Duffey Paper Co.
Inter-City Paper Co.

MISSISSIPPI

Jackson — Jackson Paper Co.
Meridian — Newell Paper Co.

MISSOURI

Kansas City — Wertgame Paper Co.
St. Louis — Acme Paper Co.
Shaughnessy-Kniep-Hawe Paper Co.

MONTANA

Billings — Carpenter Paper Co.
Great Falls — Carpenter Paper Co.
Missoula — Carpenter Paper Co.

NEW HAMPSHIRE

Concord — John Carter & Co., Inc.

NEW JERSEY

Newark — Central Paper Co.
Trenton — Central Paper Co.

NEW MEXICO

Albuquerque — Carpenter Paper Co.

NEW YORK

Albany — Hudson Valley Paper Co.
Binghamton — Stephens & Co., Inc.
Buffalo — Hubbs & Howe Co.
Jamestown — The Millcraft Paper Co.
New York City — Forest Paper Co., Inc.
Milton Paper Co., Inc.
Pohlman Paper Co., Inc.
Reinhold-Gould, Inc.
Royal Paper Corporation
The Whitaker Paper Co.
For Export — Bulkley, Dunton (Far East)
Bulkley, Dunton S. A.
Champion Paper Corp., S.A.
Champion Paper Export Corp.
Rochester — Genesee Valley Paper Co.

NORTH CAROLINA

Asheville — Henley Paper Co.
Charlotte — The Charlotte Paper Co.
Raleigh — Epes-Fitzgerald Paper Co.

OHIO

Akron — The Millcraft Paper Co.
Cincinnati — The Cincinnati Cordage & Paper Co.
The Whitaker Paper Co.
Cleveland — The Millcraft Paper Co.
Columbus — Sterling Paper Co.
Dayton — The Cincinnati Cordage & Paper Co.
Mansfield — Sterling Paper Co.
Toledo — The Millcraft Paper Co.

OKLAHOMA

Tulsa — Beene Paper Co.
Taylor Paper Company

OREGON

Portland — Blake, Moffitt & Towne
Carter, Rice & Co. of Oregon

PENNSYLVANIA

Allentown — Kemmerer Paper Co.
(Division of Garrett-Buchanan Co.)
Lancaster — Garrett-Buchanan Co.
Philadelphia — Garrett-Buchanan Co.
Paper Merchants, Inc.
Whiting-Patterson Co., Inc.
Pittsburgh — The Whitaker Paper Co.
Reading — Garrett-Buchanan Co.

RHODE ISLAND

Providence — John Carter & Co., Inc.

SOUTH CAROLINA

Columbia — Epes-Fitzgerald Paper Co.

SOUTH DAKOTA

Sioux Falls — Sioux Falls Paper Company

TENNESSEE

Chattanooga — Bond-Sanders Paper Co.
Knoxville — The Cincinnati Cordage & Paper Co.
Memphis — Taylor Paper Company
Nashville — Bond-Sanders Paper Co.

TEXAS

Amarillo — Kerr Paper Co.
Austin — Carpenter Paper Co.
Dallas — Olmsted-Kirk Co.
El Paso — Carpenter Paper Co.
Ft. Worth — Olmsted-Kirk Co.
Harlingen — Carpenter Paper Co.
Houston — Southwestern Paper Co.
Lubbock — Carpenter Paper Co.
San Antonio — Carpenter Paper Co.
Waco — Olmsted-Kirk Co.

UTAH

Ogden — Carpenter Paper Co.
Salt Lake City — American Paper & Supply Co.
Carpenter Paper Co.

VIRGINIA

Norfolk — Epes-Fitzgerald Paper Co.
Richmond — Epes-Fitzgerald Paper Co.

WASHINGTON

Seattle — Blake, Moffitt & Towne
Carpenter Paper Company
Spokane — Blake, Moffitt & Towne
Spokane Paper & Stationery Co.
Tacoma — Blake, Moffitt & Towne
Yakima — Carpenter Paper Co.

WEST VIRGINIA

Huntington — The Cincinnati Cordage & Paper Co.

WISCONSIN

Milwaukee — Dwight Brothers Paper Co.

CANADA

Toronto — Blake Paper Limited

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO

TRIPARTITE—*This b&w Opel page ad appeared in Life in October; a half-page version, which had been used earlier in other magazines, was run in the Nov. 16 Life.*

Opel Ad Budget Set to Fit Its Limited U.S. Import Quota

DETROIT, Dec. 1—Account men at McCann-Erickson, Detroit, who have been handling advertising for Opel, General Motors' German-made passenger car, are feeling pretty good about having done a job of "shaping the crust to fit the pie," using mostly magazine space.

They were assigned the job of setting up a program that would sell 35,000 cars in the U.S.—and no more, please. That would be the number of Opels allocated for U.S. sale in 1959, regardless of demand.

It looks as if they are just about going to hit it on the nose (perhaps slightly over, in number of orders booked) at a billing cost somewhat short of $1,000,000.

Opel's advertising in 1958, when 14,332 cars were sold in the U.S., amounted to about $74,000—mostly space taken in newspapers in connection with shows and other special events. The first use of magazines to promote the make was this year.

■ Registration figures on Opel this year, through September, show 26,476 cars sold in the U.S., or slightly less than 3,000 a month. Projected through the final three months, this comes very close to the 35,000 quota for 1959.

Space for Opel was purchased in a few magazines—*Life, Look* and *Reader's Digest;* the units were all b&w, with straightaway art and copy. To this was added the same appeal in a limited number of specialty magazines: *Holiday, Motor Trend, The New Yorker, Sports Illustrated, Sunset Magazine* and *U.S. News & World Report*. That used up the budget. There was no radio, television, outdoor or direct mail. Newspaper use was mostly on special shows and events, as in the year before, and at about the same cost.

■ Opel has been selling on the basis of its appeal as a quality economical car in the less expensive foreign car group. Tabulation of U.S. sales of the leading 10 in this group saw Opel go up from eighth place to fourth since its magazine advertising started. The top three, recently, were Volkswagen, Renault and English Ford, in that order.

John C. Vivian, McCann-Erickson account executive on Opel, surmises the 1960 program will be carried along on about the same lines.

"It would be fine to think about pushing higher in the total registration race," he said, "but that will depend on how competitors do. Our information is that the 1960 quota of Opels for the U.S. will be the same."

The Opel is sold in the U. S. through Buick dealers. #

Kuswa Sets Up New Division

Kuswa-Greene & Associates, Milwaukee, has established a new division to serve advertising and public relations needs of a limited number of marine product manufacturers. Thompson Bros. Boat Mfg. Co., Peshtigo, Wis., is the first client for the new unit.

Buchen Promotes Ohnemus

William S. Ohnemus has been named associate director of the public relations division of Buchen Co., Chicago, a new job. He formerly served as a client contact man and publicity and copywriter for Buchen.

a **program** that's remodeling America in packages

A program at work the past 14 years is remodeling America in packages—remodeling by whole rooms or complete homes from design through financing. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. Thanks to DSC, 88% of our dealer audience operate modern retail stores featuring home improvements, 80% sell, finance and install home improvement packages. Details on DSC and the new market it has created are available.

American Lumberman
and Building Products Merchandiser

covers *the entire State of* **Nebraska*** *daily, better than any Colorado paper covers Colorado.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

maha World-Herald

Less than 5% duplication of circulation, morning and evening.

WANT MORE CUSTOMERS IN EVANSVILLE..

Per cent of families reached

LIFE	10%
POST	10%
LOOK	12%
READER'S DIGEST	18%
PARADE (HOME COUNTY)	83%

The things people of Evansville read about in the Evansville **COURIER & PRESS** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Scripps-Howard

PARADE...The Sunday Magazine section of strong newspapers coast to coast, reaching 10 million homes every week.

Bond Speare

FIRST TIME WEEKLY—*Nelson Bond, president, publications division, McGraw-Hill Publishing Co., New York, and Caswell Speare, publisher of Electrical Merchandising Week, look over the first proof sheets of the publication which became a weekly Nov. 23, after being published as a monthly for 52 years.*

Along the Media Path

The **Houston Chronicle** ran 11 color ads in an 80-page, eight section paper in a single run, with two four-color spreads, in its Nov. 19 issue. The paper was produced by three separate presses composed of 21 press units with each press producing a complete 80-page newspaper containing the 11 color ads.

• **Rod & Custom,** a Petersen publication, will go from 82 to 100 pages effective with its March issue.

• The **Valdosta Times,** Valdosta, Ga., published the largest edition in its history Nov. 18, in honor of the city's 100th anniversary. The "Century of Progress" issue contained 104 pages.

• **Ground Support Equipment,** a Sheffield Publishing Co. publication, has moved its Cleveland advertising offices from the Hanna Bldg. to a new address, P.O. Box 3993, Cleveland 20. Telephone number is SKyline 1-3770.

• **Glamour Incorporating Charm,** General Outdoor Advertising Co. and retailers across the country will join forces for the magazine's fourth annual February Main Street U.S.A. promotion. The promotion will be launched Jan. 21, with outdoor advertising in 50 major market areas.

• **National Assn. of Real Estate Editors,** Cleveland, awarded the top prize for the best real estate section produced during the year to the *Miami News.* Ben Schneider, real estate editor of the *News,* was cited by the judges for producing a "very high complement of news in every category," and was awarded second prize in the news or feature series category for his articles on Florida Real Estate Commission exams.

• Completion of a new 903' tv and fm antenna that will tower 4,549' above sea level for **KHQ,** Spokane, is scheduled for Sept. 15. Contract for the tower and new transmitting facilities has been awarded to the Radio Corp. of America.

• An expenses-paid weekend trip for two to Las Vegas, with accommodations at the Sands Hotel plus $100 in cash, was offered as top prize in a "rename-the-publication" contest for agency personnel, sponsored by **Clip/File.** New name of the publication will appear with the January, 1960, issue.

• The **Pennsylvania Department of Commerce** ran a 32-page supplement promoting the state as a site for business expansion in the Nov. 29 issue of the *New York Times.* Cost of the supplement was defrayed by business advertisers in the state.

• To dramatize its increase in shoe advertising linage, the **Los Angeles Mirror-News,** although fourth in its market in this classification, each month mails to everyone connected with shoe advertising, either agency or account, around Los Angeles, the shoe linage for every shoe account in all four of the metropolitan Los Angeles newspapers.

• **Aluminum Co. of America** inserted more than 60 miles of Alcoa aluminum foil, sliced into 2x1' sheets, into the Nov. 17 edition of *Washington Daily News.*

• **Department of New Laurels:**

A record $4,784,852 in gross revenue for the year of 1959 has been reported by **True.**

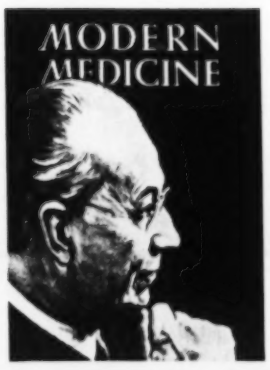
Sports Cars Illustrated shows a 15.4% increase in linage for the year of 1959 over the preceding year.

An increase in display advertising of 8.4% for 1959 over the previous year has been reported by **Redbook.**

PONY EXPRESS—*Where the mail doesn't go, 12-year-old Alfred Murray Jr. and George do. Each day they deliver 40 copies of the Arizona Republic to homes built into canyon walls in Bisbee. Due to the difficulty in reaching the homes, the post office won't deliver the mail.*

make sure your advertising keeps pace with the

SWIFT PACE OF MEDICINE



Tell your story in the magazine whose editorial pace is matched to the pace of medicine. MODERN MEDICINE is the only publication which reviews the medical literature of the world and reports twice every month on all the new, important developments in medicine—when they take place—wherever they take place.

MODERN MEDICINE is the Pacemaker in Disseminating Medical Knowledge. Don't Take Our Word For It —Let Doctors Evaluate This Publication.

During the past 10 years, 7 independently conducted research studies have shown that—

88% of the doctors read MODERN MEDICINE regularly (12 or more of the 24 issues published annually)

2,376 Doctors Help You Select An Advertising Medium

2,376 doctors have now reported on the degree of interest they have in 5,677 editorial items and advertisements. Here are just a few highlights pointing up the tremendous audience of interested doctors delivered by MODERN MEDICINE:

92% of the doctors reported interest in one or more articles in the DEPARTMENT OF MEDICINE in the January 1, 1959 issue.

91% of the doctors reported interest in one or more articles in the DEPARTMENT OF SURGERY in the January 15, 1959 issue.

81% of the doctors reported interest in one or more articles in the DEPARTMENT OF PEDIATRICS in the January 15, 1959 issue.

What Do Advertisers Think of MODERN MEDICINE?

The best answer to this question is contained in the manner in which advertisers place space in this publication. In the first 10 months of 1959, advertisers placed 561 *more pages* in MODERN MEDICINE than during the same period in 1958.

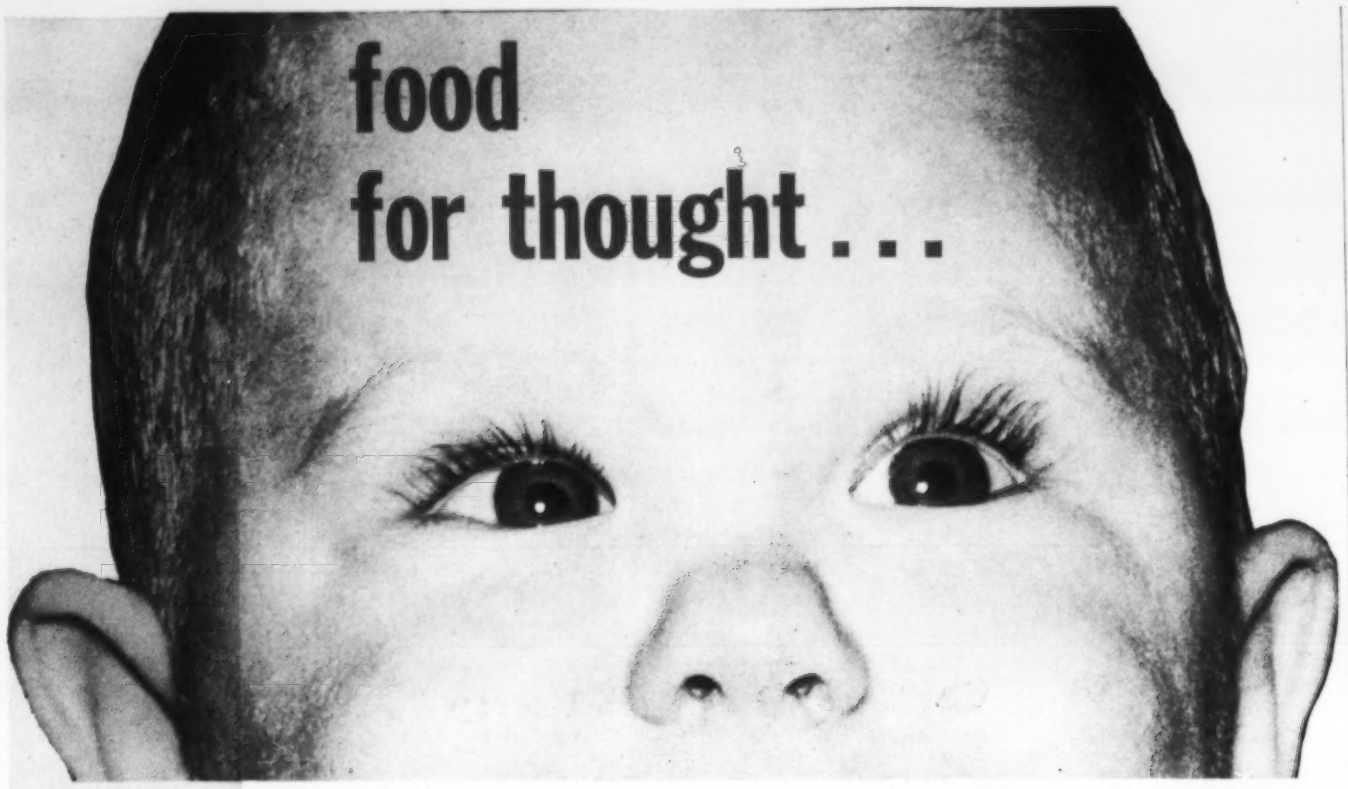
Want More Facts?

Write for the new report A-2. We will be happy to have you make your own media decisions based on any yardstick you care to use. But we *would* like you to have some of the wealth of information doctors have supplied us with—facts and figures about what really interests the doctors who are—or who could be—your customers.

MODERN MEDICINE, 84 S. 10th St., Minneapolis 3, Minn.

Minneapolis • Chicago • New York • San Francisco • Los Angeles
In Canada: Modern Medicine of Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

Interest Creates Sales—MODERN MEDICINE Creates Interest



. . . in The Houston Chronicle

From baby foods to low calorie salad dressings . . . whatever the food product, chances are you'll find it advertised in The Chronicle, the supermarket of grocery advertising. Dominating the food picture in Houston, The Chronicle published more general grocery advertising linage than both other Houston newspapers combined during the first 9 months of 1959.

Retail grocers in Houston also know the score . . . and much more. This advertising group . . . seeking direct results day in and day out . . . has consistently shown an overwhelming preference for The Chronicle over both other Houston newspapers. This same realistic yardstick . . . results . . . is the reason why The Chronicle dominates all three advertising classifications . . . general, retail and classified.

Food for sales? . . . Use The Chronicle!

SOURCE: Media Records

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper . . .

THE BRANHAM COMPANY—National Representatives

HANDY—*A new hand lotion, in an introductory two-bottle combination, has been announced by Richard Hudnut Inc. Two bottles, priced at $1 each, are offered for $1.50.*

FCC Questions Qualifications of Enright as Licensee

WASHINGTON, Dec. 1—In the first disciplinary action to come out of the recent congressional probe of rigged tv programs, the Federal Communications Commission yesterday questioned the qualification of quiz show producer Daniel Enright to remain half owner of radio station WGMA, Hollywood, Fla.

In a letter to Melody Music Inc., licensee of WGMA, FCC pointed out that the House committee on legislative oversight received testimony that Mr. Enright and employes under his supervision had supplied answers to contestants on "21" and "Tic-Tac-Dough." The letter also noted that efforts were made, with his knowledge, to induce contestants and others to testify before the New York grand jury that they had not received assistance on either show.

The commission noted that WGMA is owned in equal proportions by Jack Barry and Daniel Enright. The commission did not lodge any charges against Mr. Barry. But it said the testimony "raises serious questions concerning the character qualifications of Mr. Enright and whether Melody Music Inc., of which he is an officer, director and 50% owner, is qualified to own and operate a broadcast facility." It allowed 20 days for an answer.

Founded in 1953, the station was acquired by Messrs. Barry and Enright in April, 1953. Normally its license would not come up for renewal until November, 1960. WGMA is a 1 kw daytime station. #

Nabisco Packs Candy Bars in Shredded Wheat Jr. Boxes

National Biscuit Co., New York, and Chunky Chocolate Corp., Brooklyn, will cooperate in a package premium promotion beginning in January. Boxes of Nabisco's Shredded Wheat Juniors will contain a regular 5¢ bar of Bit-O-Honey candy as a premium. Both front and back panels of the cereal boxes will carry notices announcing that the candy is inside.

Advertising on the promotion will be done on "Sky King," CBS-TV weekly show, and via tv spots in major markets.

McLaughlin Joins Stanley

J. Barry McLaughlin has been appointed Cleveland district manager of Stanley Publishing Co., and will represent the seven Stanley publications in Ohio, western Pennsylvania, northeastern Kentucky and West Virginia. He formerly was a salesman at American Exporter Publications in Ohio, Pittsburgh and eastern Michigan.

how to saturate a city on a shoestring budget

ANY man can tell you, *it's the approach that counts.* And for the adman on a budget, the best approach is often the artery or tributary road that leads to town. Here is where he can make a big impression—for peanuts.

A leading cigarette maker proved it.

This advertiser adapted the National Advertising Company's principle of "Saturation by Encirclement" around a large midwestern city. He placed a number of displays along the main roads entering town. His research revealed unaided recall that was as high as for "in-town" showings of the same kind. What pleased this advertiser the most was the fact that this new advertising method saved him 79% over the cost of an "in-town" showing!

National Advertising Company offers other types of along-the-road displays...and other reasons why they deserve a spot on your media list. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the display to life, still in full color, illustrations and all.

NATIONWIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts on "Saturation by Encirclement." See how this principle applies to the 232 largest U. S. cities...how it can help you make a big impression, coast to coast or market by market. We will also be pleased to send our full color, 8-page booklet that describes our reflectorized signs and services for advertisers. *Write today!*

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Bisquick
Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
The Coca-Cola Company
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

INTERESTED IN STOPPERS?

The pictures, designs, gimmicks that make your prospects take a second look—the best in visual advertising in every media, created in every ad center coast-to-coast are shown, by the hundreds every month, in Art Direction, the showcase of the best visual advertising and promotion.

For the best in stoppers, get started with Art Direction today. $6.00 for 12 issues. $10.50 for 24 issues.

subscribe **ART DIRECTION**
A24 19 W. 44th St., New York 36, N. Y.

'Better Camping' to Bow

Kalmbach Publishing Co., Milwaukee, will begin publication of its new magazine, *Better Camping*, with the March issue, out Feb. 1. The bi-monthly will carry articles on camping and related activities, including touring. Editor is Willard V. Anderson, who also edits *Model Trains*, another Kalmbach publication. No advertising is planned for the first edition, and rates for future issues have not yet been announced.

Conrac Moves to McCarty

Conrac, Glendora, Cal., manufacturer of the Fleetwood line of television receivers and Conrac television monitors, has appointed McCarty Co., Los Angeles, to direct its advertising and sales promotion, effective Jan. 1. Leech Advertising Co., Cleveland, is the former agency of record.

IN TEST—*Cornette, a premium-price margarine with high linoleate content (said to be important in lowering excess cholesterol), has been introduced by the Best Foods division of Corn Products Co. in six test markets: Portland, Me., Peoria, Syracuse, Wichita, Erie and Fort Wayne.*

Nielsen Reports Revenue Rises 11%, Net Income Dips 4%

CHICAGO, Dec. 1—Service revenues of A. C. Nielsen Co. for the year ended Aug. 31 increased 11% over the previous fiscal year. Net income, however, declined by a little less than 4%.

Consolidated operating results for the company and its subsidiaries during the fiscal year showed service revenue of $26,858,133, compared with $24,132,259 for fiscal 1958. This was the 25th consecutive year in which service revenue increased over the previous year, Nielsen said.

Profit before taxes was up from $2,875,192 in fiscal '58 to $3,242,294 in fiscal '59.

Net income during the same period dropped from $1,129,385 to $1,085,112. The company said the decline was due to the increased effective tax rate in the U.S. and abroad.

■ A. C. Nielsen Sr., board chairman, said consolidated earnings in fiscal '59 "continued to be affected by overseas losses, principally in the field of television measurement in Great Britain." By the end of the fiscal period, however, Nielsen had discontinued its tv measurement service in England. #

Blahna Joins MacManus, John as Marketing Director

Lyle L. Blahna has joined MacManus, John & Adams, Bloomfield Hills, Mich., as director of marketing, succeeding John B. Caldwell, who has been assigned to the Dow Chemical Co. account.

Lyle Blahna

Mr. Blahna formerly was advertising and marketing director of Anderson Co., Detroit maker of automotive accessories, and for the 14 previous years was with General Mills.

Gee Named Ad Director

Harold F. Gee, vp of America Fore Loyalty Group, New York, has been promoted to director of advertising and publicity for the insurance companies of the America Fore group, succeeding Frank S. Ennis, who will discontinue active duties after Dec. 31. The group also has named Robert A. Nay, a veteran of 30 years in the advertising department, superintendent of the advertising and publicity departments.

how to build a battleship

Start with a single plate of steel. Add another and another and another. Then you'll have a battleship . . . a *continuity* of steel. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

How to establish a new food brand in a key market... in just 4 days

The product . . . eggs.
General Mills
Sure Fresh Eggs

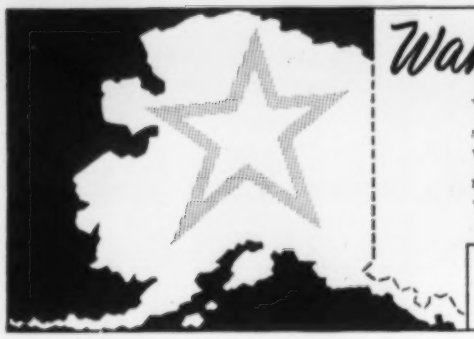
The problem—To swiftly introduce and establish this new brand in Mississippi's largest city, Jackson. Do it on a minimum budget. No deals. No couponing. No introductory prices. No spiffs or co-op allowances. Just merchandising excitement.

Extra hurdles—A competitive brand-name quality egg already established in supermarkets. Cooler space at a premium. And eggs are hardly a "new" product.

The answer — Using a proven method of local marketing developed by Klau-Van Pietersom-Dunlap, Sure Fresh Eggs were selling in supermarkets which account for 60% of Jackson's food volume within 4 days. A team of General Mills and KVPD specialists did it on an exceedingly modest budget.

The secret is ours—It worked in Jackson for General Mills Sure Fresh Eggs. It has worked in other key markets for other food products (Wisconsin cheese, for example). It can work for you. If your food product needs fast, market-by-market distribution on a thrifty budget, the KVPD local marketing technique is probably the answer. We would like to discuss it with you. Drop us a line at 744 N. 4th Street, Milwaukee 3, Wisconsin, or 520 N. Michigan Avenue, Chicago 11, Illinois.

KVPD
Klau-Van Pietersom-Dunlap, Inc.
Advertising and Public Relations
MILWAUKEE • CHICAGO



Want to Sell KETCHIKAN?

Your ad in *The Ketchikan News* is the way to reach—*and sell*—the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Anchorage Daily Times* and *The Fairbanks Daily News-Miner.*

REPRESENTED BY
WEST-HOLLIDAY CO INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

Trans-Lux Moves in Hollywood

Trans-Lux Television Corp., tv film distributor, will move its West Coast division to new offices at 6253 Hollywood Blvd., Hollywood. Murray Oken, western division manager, will headquarter in the new office.

Trade Fair Names Marsteller

Chicago Assn. of Commerce & Industry has named Marsteller, Rickard, Gebhardt & Reed to handle advertising for the 1960 Chicago International Trade Fair, with emphasis on developing buyer attendance.

It Communicates!

Missing front tooth to the contrary, the combination of miss and mistletoe demonstrates a high order of communication. So does WOOD-TV, even without the mistletoe. Ask anyone in Western Michigan. Or, get your Katz man on the horn. Communication in this part of the world is his specialty.

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.

Key Ad Industry Leaders Backing J. W. Young Fund

CHICAGO, Dec. 3—Leading figures in the advertising world have accepted membership on the industry advisory committee for the James Webb Young Fund for Education in Advertising, established by the department of advertising of the college of journalism and communications, University of Illinois.

An executive committee was formed several weeks ago to organize support for the fund, named in honor of Mr. Young, senior vice-president of J. Walter Thompson Co. He has made many important contributions to advertising in his career, which has embraced government and university service, as well as active participation in agency work.

■ Among those who have become members of the industry advisory committee are Louis N. Brockway, Young & Rubicam; John Blair, John Blair & Co.; Leo Burnett, Leo Burnett Co.; Bruce Barton, Batten, Barton, Durstine & Osborn; Fred Bohen, Meredith Publishing Co.; Felix W. Coste, Outdoor Advertising Inc.; A. L. Cole, *Reader's Digest;* William B. Carr, Million Market Newspapers; Harold E. Fellows, National Assn. of Broadcasters; Emerson Foote, McCann-Erickson; Edward S. Friendly, Westchester Newspapers; Budd Gore, *Chicago Daily News;* David L. Harrington, Reuben H. Donnelley Corp.; David Ogilvy, Ogilvy, Benson & Mather; L. W. Lane Sr., *Sunset Magazine;* Charles T. Lipscomb Jr., Bureau of Advertising, ANPA; Vernon C. Myers, *Look Magazine;* Herbert W. Moloney, Moloney, Regan & Schmitt; John Sterling, *This Week Magazine;* Edward C. Von Tress, Curtis Publishing Co., and Lawrence Valenstein, Grey Advertising Agency.

■ Commenting on the fact that the fund will be used for assistance to promising graduate students in advertising, many of whom will become teachers, and for research, Mr. Young said:

"That all branches of the advertising business need to prospect for, and mine, new sources of talent is, I think, not open to question. The volume of advertising has already outrun the supply of such talent, and the end of the need is nowhere in sight. This fund, because it will be used in ways which will have a multiplying effect, could well be seed corn which will produce a thousandfold."

Contributions to the fund may be sent to Dr. C. H. Sandage, head of the department of advertising, school of journalism and communications, University of Illinois, Urbana, Ill., or to G. D. Crain Jr., ADVERTISING AGE, 200 E. Illinois St., Chicago 11, chairman of the industry advisory committee for the fund. #

Bissell Runs Consumer Ad as Trade Book Display Unit

Bissell Inc., Grand Rapids, Mich., is running a color page insert on Bissell products in the Dec. 3 issue of *Home Furnishings Daily* which dealers can apply directly to windows, doors and walls as a display piece. Bissell claims this is the first time a consumer ad has been run in a trade magazine as a pull-out display piece.

A special transparent tape on the top of the insert eliminates the use of adhesives such as glue or cellophane tape. The insert also ran in the December issue of *Better Homes & Gardens* and on the back cover of *Better Homes & Gardens Christmas Idea Book.* Clinton E. Frank Inc., Chicago, is the agency.

Buy Boston the way Boston Department Stores Do

Who knows best — in any city — how to get people to buy?

The department stores, sure.

In Boston the department stores know they get more action from the Herald-Traveler. Almost two million more lines daily leadership over the second paper.

With the Herald-Traveler you reach more people than with any other standard-sized paper . . . among them *more* of the "Upper Two-Thirds", the middle and upper income families who buy more of almost everything from cereals to outboards.

For 27 years — leadership in total retail linage. For 31 years — leadership in national linage.

Linage figures from 1958 Media Records.

The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

gives you the

"Upper Two-Thirds"

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**
New York - Philadelphia - Detroit - Chicago - Atlanta
Los Angeles - San Francisco
Special travel and resort representative: **HAL WINTER CO.,** Miami Beach

Whirlwind Tour Sells Whirlpool Air Conditioners

Larkin Reports Off-Season Success, Tells of Spring Split-Run Push in 'Look'

LOS ANGELES, Dec. 1—The most pressing problem faced last week by Lincoln N. Larkin, general manager of RCA Whirlpool's air conditioning division, in winding up a 21-city tour (AA, Oct. 12) to promote off-season sales of air conditioners among dealers, was just how hard he should sell.

It wasn't a question of selling enough, but how to avoid overselling. Mr. Larkin said he was in this position as a result of several factors. In the 20 cities previously covered, Whirlpool already had sold dealers more than $8,000,000 worth of air conditioning units. This, he said, is more than the entire industry sold in the last quarter of 1958.

Mr. Larkin said it is difficult to determine what proportion of these sales was due to the 10% excise tax set to go on air conditioners produced after Dec. 1, and what the effect of the steel strike has been in causing dealers to feel there may be later shortages of the units.

He admits these factors probably have had some effect, but points out that when the junket began Sept. 29, neither factor was a consideration. At that time, he said, it was expected the steel strike would soon be over.

■ Whatever the cause, the dealer response to the off-season sales approach has been such that it has been necessary to allocate quotas in each area, based on past performance and estimated potential.

Mr. Larkin said he does not feel the record sales rolled up will affect sales after the first of the year and during next year's normal selling season. The industry has, he points out, only reached a saturation of 11%. His prediction is that within 10 years, a saturation of 90% to 95% will be reached.

The main reason for such rapid growth will represent a reversal of the usual trend of acceptance of this type of product. Instead of filtering down from higher income groups, Mr. Larkin expects acceptance to filter up from lower income groups.

He bases this belief on what he said is the current trend among builders of including air conditioning in low cost housing. This results, he said, from the fact installation of air conditioners allows structural changes (such as fixed position windows which do not require screens) which compensate for their cost, and provide an additional sales point.

■ Mr. Larkin attributes the success of the dealer meetings to the use of professions in putting them together. The objective was to get out top dealers themselves, rather than their representatives. To do this the program was streamlined, requiring just one hour, with the longest speech being 12 minutes. The meetings were followed by cocktails (with Marie McDonald as hostess), dinner and entertainment.

The meetings were tied in with a Las Vegas business conference, to be held in February. The price of attendance is the purchase of 30 units, at an average price to the dealer of $200. This allows a dealer to bring his wife, if he purchases 60 units.

In conjunction with the tour, Whirlpool prepared special newspaper advertising for co-op use. "We have gotten local advertising in depth, which has not happened before," Mr. Larkin said.

The cost of the entire tour was "less than $100,000." The February conference will cost between $400,000 and $500,000. This is higher than was expected. It was anticipated that some 600 dealers would make the required purchase, whereas the final figure will be closer to 1,200, Mr. Larkin reported.

■ Consumer advertising for Whirlpool air conditioners calls for a budget of more than $1,000,000, to be used in two separate magazine campaigns. The first, to run in April, May and June in *Look*, calls for five b&w pages, with emphasis upon dealer listings. The campaign will be wholly in *Look*, because it provides the most usable split run in the form of single state runs and even half-states in populous areas, Mr. Larkin told AA. This is considered an important factor, in that it will be possible to avoid endless lists of dealers—as would be necessary if the splits were in larger geographical units.

■ A second campaign, to follow the dealer listings, has not yet been definitely set, Mr. Larkin said. He indicated the schedule would probably include the magazines announced before the tour started—*Better Homes & Gardens*, *Good Housekeeping*, *Look* and *Reader's Digest*—but reiterated the schedule is "not definite."

Kenyon & Eckhardt is the agency. #

Socket TV Antenna Ads Questioned by NBBB

The rash of advertising in recent weeks for so-called "miracle socket antennas" which claim to give perfect television reception by plugging a cord into the house wiring circuit, is criticized in the latest service bulletin of the National Better Business Bureau, which states that "house wiring is not an effective tv antenna." The bulletin recommends that media "require competent proof" of claims made and that advertising for such devices should not state or imply, unqualifiedly, that they employ house wiring systems as an effective antenna or that they use radar principles.

The bulletin points out that most house wiring is grounded and electrically shielded against effective signal pickup and that signal pickup, in the socket devices, is largely limited to the five- or six-foot line cord and to the twin lead-in line to the tv set.

Grey Adds Aunt Hannah Bread

Ward Baking Co., New York, has appointed Grey Advertising, New York, to handle advertising for Aunt Hannah bread in the Pittsburgh area, effective Jan. 1. William Cohen Advertising is the present agency. Grey also handles national advertising for Ward's Tip-Top bread and cake.

JUST PUBLISHED!

The Australian Market

J. WALTER THOMPSON COMPANY

1959

This book tells you:

—where Australians live

Tells you what you need to know for the most effective marketing in Australia

Here are new marketing facts about the dynamic Australian market—10 million people with money to spend *and the desire to spend it!*

The wealth of information in this new publication reflects 30 years of intimate experience in the Australian market by the J. Walter Thompson Company.

Where do Australians live? What do they earn and spend? What do they produce? Sell? Buy?

What is your marketing future in this rich and growing market?

Just published, THE AUSTRALIAN MARKET gives you the answers along with countless other facts essential to the most successful marketing Down Under.

Newest of the continuing World Markets Series by the J. Walter Thompson Company, this 40-page publication contains the most up-to-date marketing information available, in many cases including 1959 figures.

Today, Australia is one of the world's wealthiest markets; its per-capita income and living standards rank among the highest in the world.

From 1949 to 1958, Australia's gross national product rose 110% . . . while personal income of Australians also more than doubled.

U.S. private investment in Australia is growing rapidly, too—tripled from 1950 to 1957—now approaches the one billion dollar mark.

And U.S. earnings—at 14 per cent on total investment—make Australia one of our most rewarding markets.

If your company is among more than 900 American firms with subsidiaries, branches or affiliates already in Australia

FREE

NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising

226 Seventh St., Garden City, N. Y.

Restaurant Chain's Radio Commercial Becomes Hit Song

CLEVELAND, Dec. 1—Alan Bussman, senior copywriter and sometime tunesmith in the McCann-Erickson office here, has made the grade: His music for a client's ad has risen to popularity with disc jockeys and in juke boxes in this area.

The melody was evolved by McCann as accompaniment to spoken radio ads for Manners' Big Boy restaurant chain in Cleveland. Key line of the ad, and of Manners' 1959 campaign, is, "Everybody goes to Manners."

■ When disc jockeys started praising the tune and Manners' customers complimented it in notes on the backs of sales checks, McCann hired local talent to expand the tune and arrange it for a five-man jazz combo, using the abbreviated name "Everybody Goes." This non-commercial version has been recorded and circulated to local disc jockeys and juke boxes where, reportedly, it's going over well.

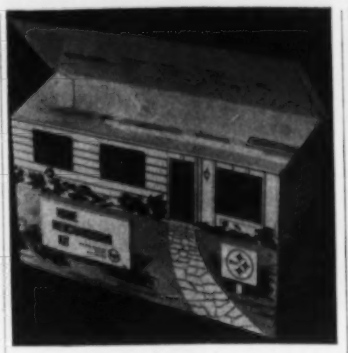
Popularity of the tune is such, says McCann, that several radio and tv programs not sponsored by Manners have requested permission to perform "Everybody Goes" recorded and live.

McCann's reaction to all this is clued by the record's flip side: Gershwin's " 'S Wonderful." #

Many Authors Contribute to 'Copywriter's Guide'

Thirty-four copywriters and other professional advertising and marketing people have contributed to a new book, "Copywriter's Guide" (Harper Bros., New York, $11.95), planned and edited by Elbrun Rochford French, free lance copywriter.

It is primarily a book of advice—advice on such far ranging topics as industrial advertising, retail fashion copy, tv film commercial writing, sales letters, research, copy testing and free lance writing—each chapter written by a specialist on the subject.



DEALER KIT—*U.S. Steel Homes is packaging its dealer merchandising material in this novel 17x11x4" house. It holds promotion timetable, budget guide, 24-page sales brochure, etc. Batten, Barton, Durstine & Osborn is the agency.*

ITC Boosts Andrews, Unger

William Andrews, formerly northeastern division manager of Independent Television Corp., New York, tv film producer and distributor, has been named to the new post of sales manager of the syndicated sales division. Alvin E. Unger, administrative manager of ITC's special products division, has been named to the new post of vp in charge of syndication. He will remain in charge of special products.

'American Machinist' Shifts

American Machinist, New York, a McGraw-Hill publication, will move its advertising account Jan. 1 from Klau-Van Pietersom-Dunlap, Milwaukee, to Media Promotion Organization, a division of Van Brunt & Co., New York.

Cunningham Urges One 'Cross Country' Educational Channel

NEW YORK, Dec. 1—Advertising men must do all they can to clear at least one tv channel "across the country" for educational television, John P. Cunningham said here last week.

The chairman of the board of Cunningham & Walsh told members of the Radio & Television Executives Society that allocating one channel to education would be the quickest way to make education available to everyone. "If we had only seven printing presses," Mr. Cunningham conjectured, "we would make sure one of them was turned over to education."

He indicated that the problem of educational television may be undertaken by a group such as the Advertising Council.

John F. White, president of the National Educational Television & Radio Center, said that "commercial tv and educational tv must walk down the road together."

Mr. White added that it is unfortunate that a few individuals have besmirched the industry and also that a few individuals must suffer for many more guilty ones. "But," he added, "one cannot legislate morality any more than one can legislate against sin."

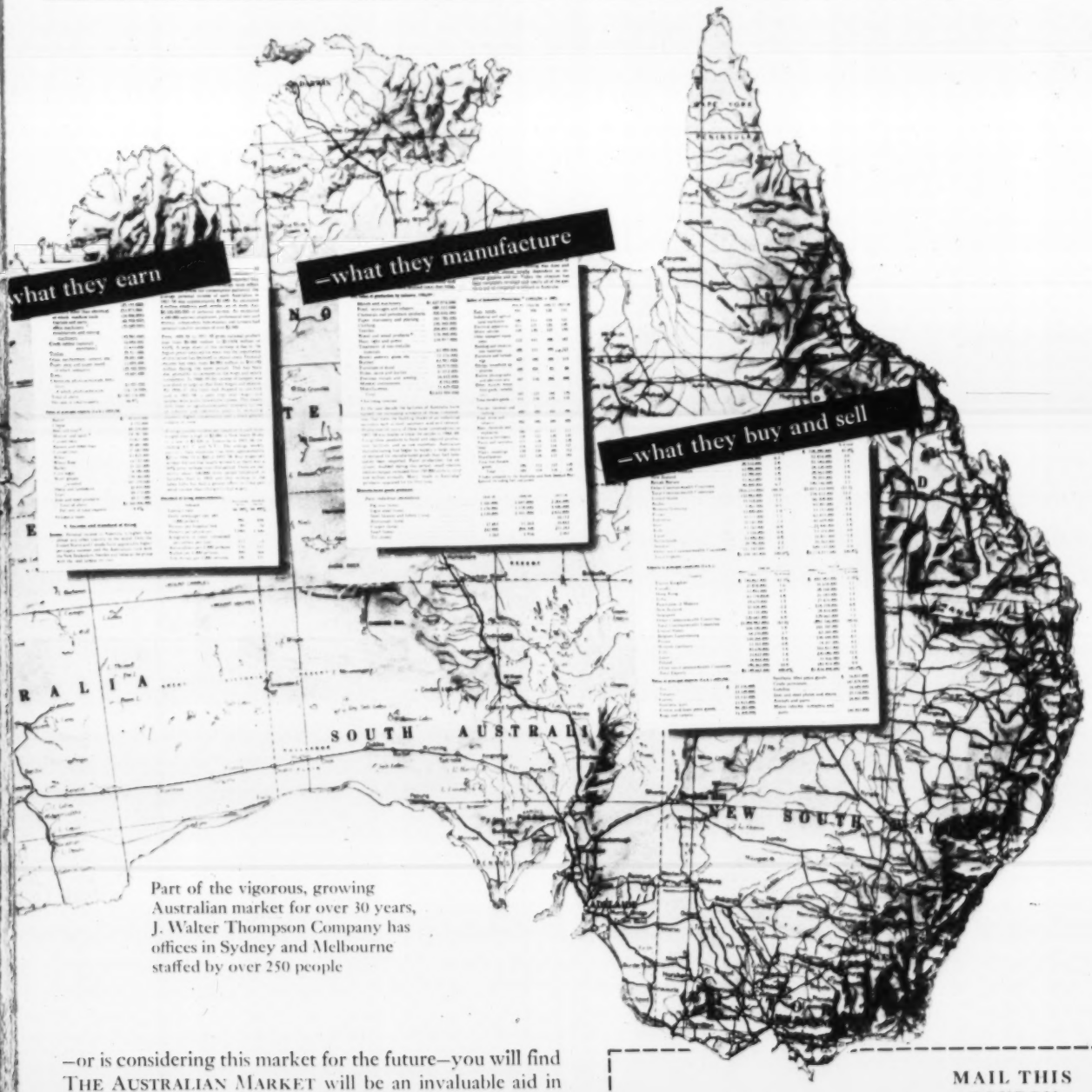
■ A third speaker, Irving Gitlin, program executive with CBS News, said that it is a fallacy to think that educational programs are never commercial. "There is an increasing appetite on the part of sponsors for educational shows," he said, adding that entertainment shows can also be educational. #

Gerald Shapiro Rejoins NC&K

Gerald Shapiro has resigned as advertising manager of the Maiden Form Brassiere Co., New York, and has rejoined Norman, Craig & Kummel, New York, as vp and senior account exec on the Maiden Form account. His successor at the company has not been selected.

Young Named Ad Manager

Dalton Young, special representative, office of assistant to the president, Southern Railway System, Washington, has been named advertising manager. Mr. Young joined Southern Railway in 1945.



Part of the vigorous, growing Australian market for over 30 years, J. Walter Thompson Company has offices in Sydney and Melbourne staffed by over 250 people

—or is considering this market for the future—you will find THE AUSTRALIAN MARKET will be an invaluable aid in your planning.

While they last, we will be happy to send you a copy of THE AUSTRALIAN MARKET *free*. But, you must order now. Already, before publication, over half of the copies have been reserved. Mail the coupon today.

J. WALTER THOMPSON COMPANY
offices in the major markets of the free world

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington D. C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (S. Rhodesia), Nairobi, Bombay, Calcutta, New Delhi, Madras, Kanpur, Bangalore, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Manila

MAIL THIS COUPON

J. WALTER THOMPSON COMPANY,
Dept. AA-12
420 Lexington Avenue, New York 17, N. Y.

Please send my copy of THE AUSTRALIAN MARKET, without cost or obligation.

Name _____

Company _____

Address _____

_____

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

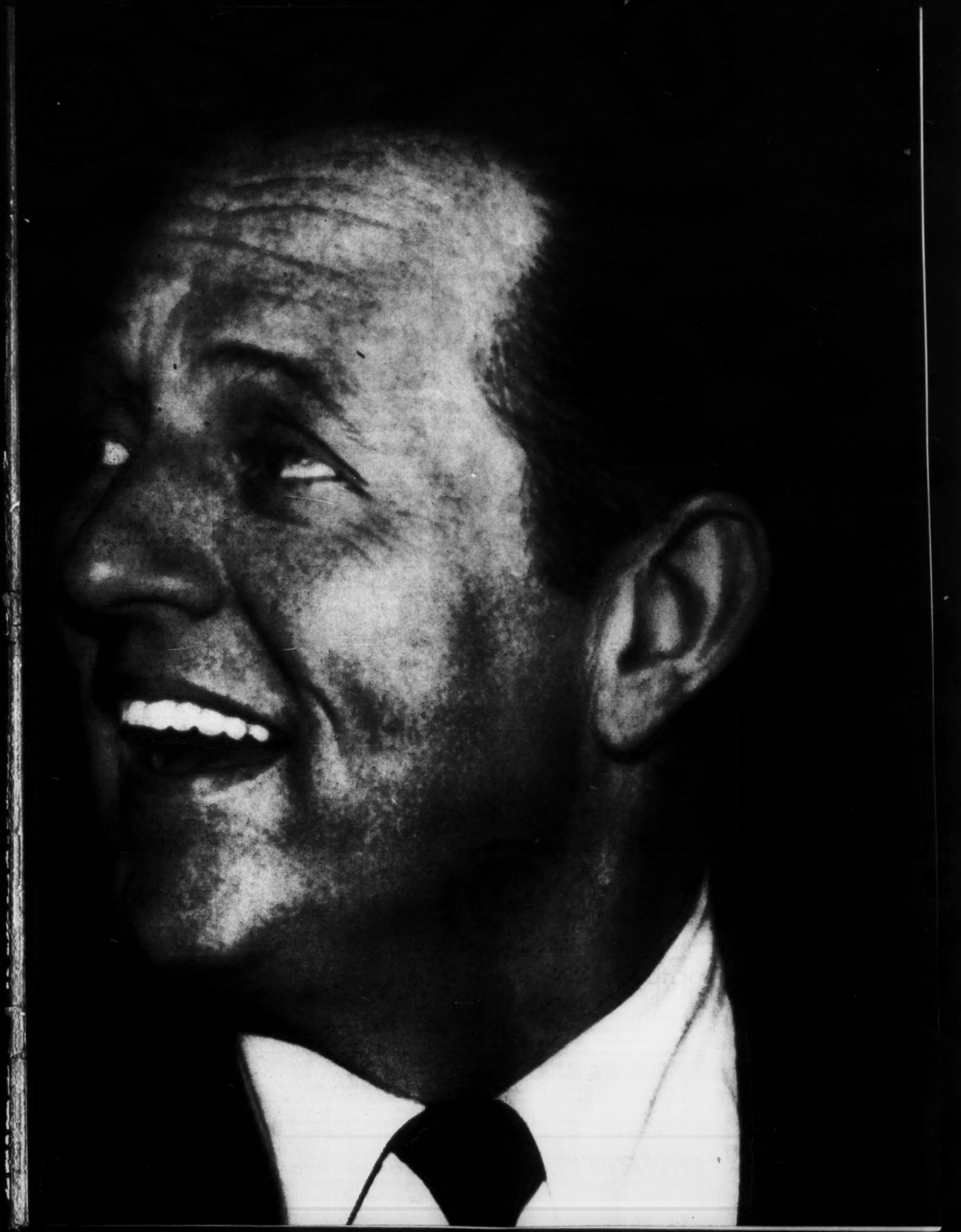
Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration: sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

NOT ONLY GODFREY AND GARRY MOORE
BUT ALSO ART LINKLETTER'S
HOUSE PARTY ON THE
CBS RADIO NET-
WORK IS ALL
SOLD OUT



Gallery of Figures and Facts about
REMARKABLE ROCKFORD

11.3% above National Average in Buying Income

5.6% Ahead of National Average* in Retail Sales

*Figures from "SALES MANAGEMENT"

ROCKFORD AT THE TOP IN ILLINOIS

Finest FULL COLOR facilities

ROCKFORD MORNING STAR
Rockford Register-Republic

Shaw Heads New Radio Sales Group in San Francisco

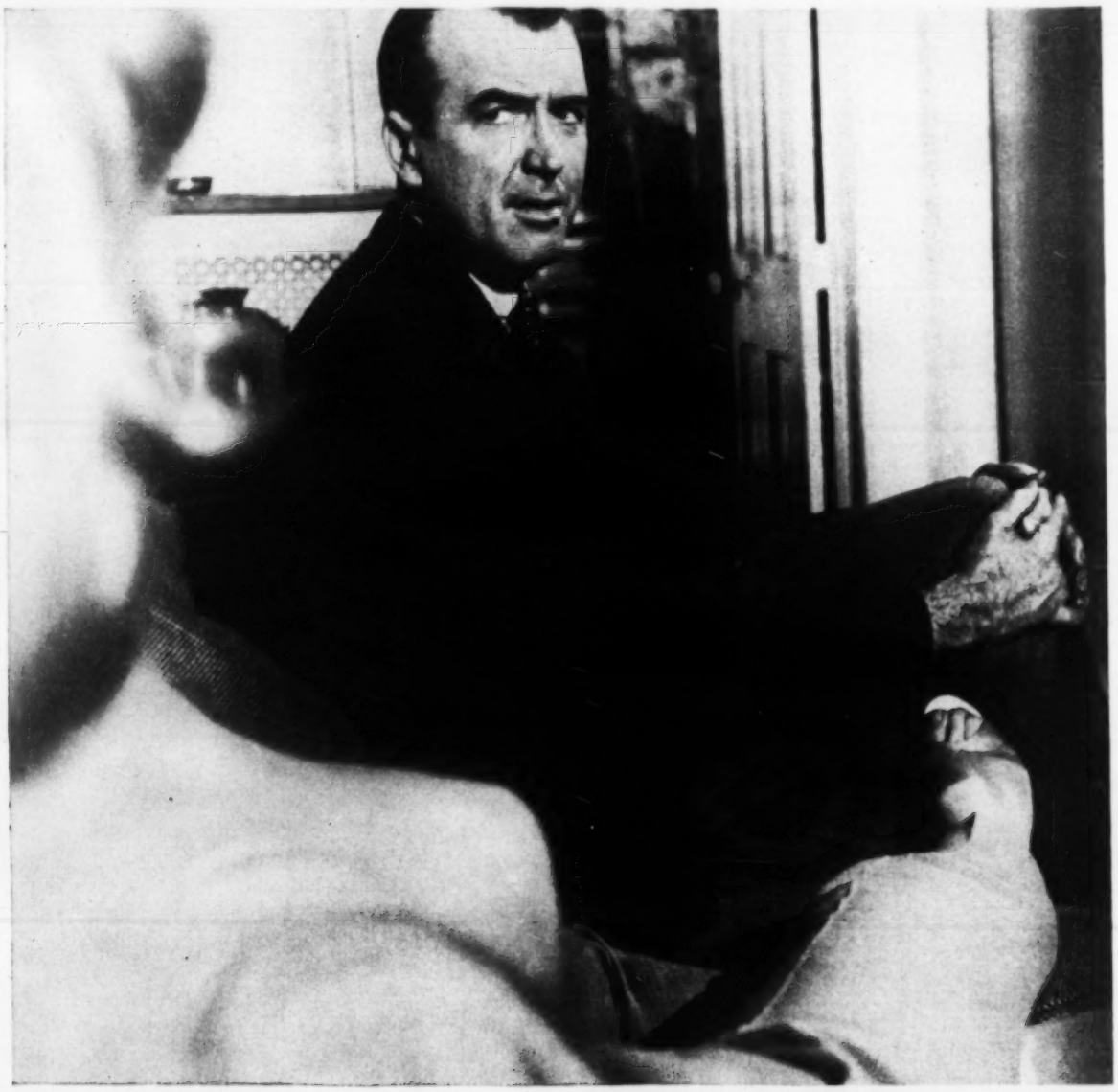
William D. Shaw, KSFO, has been elected president of the new San Francisco Radio Assn., a selling group to present facts on radio advertising in the market to advertisers and agencies throughout the U.S. Other officers are Maurie E. Webster, KCBS, vp, and Morton J. Wagner, KYA, secretary-treasurer.

The group is comprised of 13 am radio stations in the San Francisco-Oakland Bay area: KABL, KCBS, KDIA, KEWB, KFRC, KGO, KJBS, KNBC, KOBY, KRE, KSAN, KSFO and KYA.

Martin Adds Two Accounts

Jettron Products, Hanover, N. J., manufacturer of electronic connectors, and Schmeling Electronics, Newark, manufacturer of electronic quality control instruments, have named George Homer Martin Associates, Newark, as their agency.

JUDGE OF VALUES—*Stahl-Myer Inc. is using this color display of Judge Ferris, tv character for its Ferris ham, to promote its new slogan. The necklace of simulated diamonds is real and can be removed for re-use. Thomson-Leeds Co. designed and produced the display.*



James Stewart starring in "Anatomy of a Murder."

"Anatomy of a murder"

How air freight cut production costs—set Hollywood record

Shooting site for this best seller was in a remote and inaccessible part of Michigan's Upper Peninsula.

Getting daily "rushes"—unedited film—to Los Angeles for development and back to Ishpeming for producer-director Otto Preminger to edit was a problem. Cast, camera crews and sets would be on costly standby location if scenes had to be reshot. Also, release date was timed to take advantage of the book's popularity.

Emery had to handle round-trip deliveries between Ishpeming and Hollywood in 48 hours. By combining train, truck and airplane, Emery did it, making 54 shipments between March 23 and May 16 when the film was finished. As a result the picture was released six weeks after shooting was completed—a Hollywood record.

Find out how Emery can help your promotion, distribution or procurement plans. Call today. Offices in all major cities.

EMERY AIR FREIGHT CORPORATION
801 Second Avenue, New York 17, N.Y. • National and International Blue Ribbon Service.

Mail User Group May Take Parcel Post Hike to Court

WASHINGTON, Dec. 1—Postmaster General Arthur Summerfield has fixed Feb. 1 as the effective date for higher parcel post and catalog rates approved by the Interstate Commerce Commission.

The increases, averaging about 17.1%, are weighted so that increases for lighter parcels to nearby points range as high as 30%.

Meanwhile the Parcel Post Assn., which fought the rate proposals during hearings by the Interstate Commerce Commission, indicated it is considering action aimed at obtaining judicial review of the ICC ruling.

At ICC hearings the association complained that the Postmaster General charged fourth class mail with operating costs incurred in behalf of subsidized classes of mail users. The association contended that the Postal Policy Act of 1958 specified that costs incurred in behalf of groups which are given below-cost service are not to be considered as part of the department's overhead for rate-making purposes.

■ Increases approved by ICC were identical with the rates proposed in the Post Office Department's petition in November, 1958. According to Mr. Summerfield they will yield about $88,000,000, which is the amount of "loss" incurred by fourth class mail last year.

In filing for the increase Mr. Summerfield pointed out that Congress has specified that parcel post is to operate on a break-even basis. A special rate-making procedure for fourth class authorizes the Interstate Commerce Commission to establish new rates, on application of the Postmaster General.

Mr. Summerfield noted the increases contemplated on Feb. 1 are the first since 1953. #

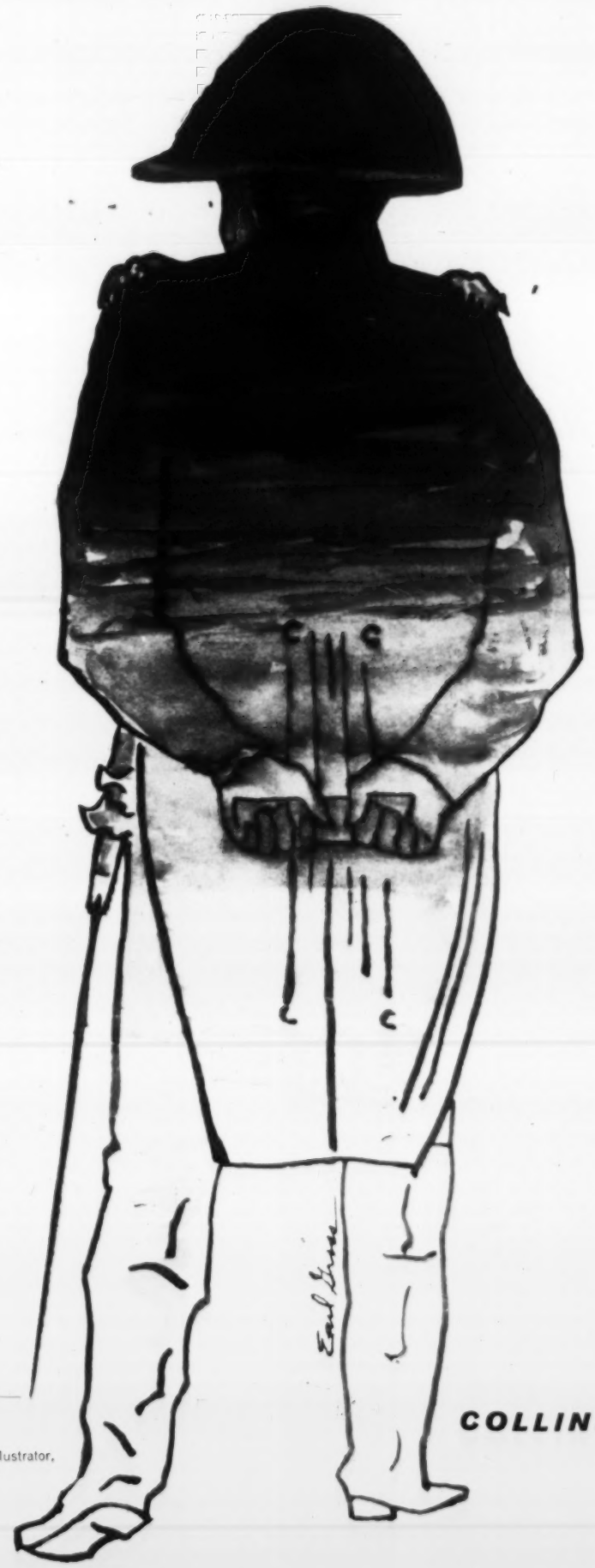
Nuclear Medicine Book Bows

Journal of Nuclear Medicine, official organ of the Society of Nuclear Medicine, will begin publication in January. The quarterly is edited by Dr. George E. Thoma, St. Louis. Samuel N. Turiel & Associates, Chicago, is the publisher. Circulation guarantee is 2,000 and the one-time b&w page rate is $150.

Katzif-George Adds Account

Ed White Junior Shoe Co., Paragould, Ark., has appointed Katzif-George-Wemhoener Advertising Co., St. Louis, to handle its advertising. The company manufactures infants' and children's shoes and dance footwear.

friendship and salesmanship



Illustrator:
Earl Gross, well known Chicago illustrator, water-colorist and studio-owner

Napoleon, who had a taste for grandiose statement, once said, "I want ten million men for friends!" There are men in America today who can honestly say to a national advertiser, "I can introduce you to millions of friends." These are representatives of America's national magazines which, through years of editorial service to their readers, have built audiences of millions of friends. The relationship between the publishers, editors, and readers of long-established national magazines is not casual, superficial, or transient. It is developed by regular communication . . . weekly, bi-monthly, monthly . . . through *basic* service to the reader. Many of these reader relationships go back in depth for a lifetime. The advertiser who presents an interesting and worthy message through national magazines starts with the selling advantage of an audience of friends.

The history of C M & H as a national source of fine photoengravings for letterpress and gravure is a history of friendships with leading advertisers, agencies, and publishers. We know how closely friendship and salesmanship are connected in America. This is one of a series of advertisements, prepared in collaboration with magazine artists and photographers, conceived and published in the spirit of friendship to call attention to the *basic* values of America's national magazines.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

More readers.....

THE TRIBUNE GETS 'EM

....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

LA PRESSE ROTOGRAVURE

gives you the

LARGEST CIRCULATION

in French Canada at LOWEST COST

• more color • greater readership

Make the test of a substantial advertising campaign (monotone or color) in La Presse Rotogravure and reap more sales at lower cost in this Three and a Half Billion Dollar Market.

LA PRESSE

HEAD OFFICE: MONTREAL, CANADA

U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

Maryland Newspaper Publisher to Ban 'Indecent' Movie Ads

The Times & Alleghanian Co., publisher of the *Sunday Times*, *Evening Times* and *News*, Cumberland, Md., has announced it will refuse to carry motion picture advertising it considers indecent or unwholesome. In an editorial, the publisher said it does not intend "to assume the functions of a board of censors, but that there is an obligation on newspapers to exercise care in what is carried into the home through ad and news facilities."

Six Name Howell & Young

Howell & Young Advertising, Royal Oak, Mich., has added six new accounts, all in Michigan. They are Air-O-Cel Co., Pleasant Ridge; Detroit Stoker Co., Monroe; Downtown Merchants Assn., Royal Oak; King-Seeley Corp., Ann Arbor; National Broach & Machine Co., Detroit, and Pegasus Laboratories, Berkley.

'Restrained' Campbell Ads Hiked Earnings, Stockholders Told

CAMDEN, Dec. 1—On a dollars and cents basis alone, truthful advertising pays off, W. B. Murphy, president of Campbell Soup Co., told the company's shareholders at their annual meeting.

"Aside from the moral question, it is more effective to tell the truth than to make questionable claims or exaggerated statements," he said. "Certainly our relatively low marketing expenditures in the food specialty field would indicate that this policy has not been harmful to us—in fact, we are certain the opposite is true."

(Campbell's gross sales have almost doubled, and its earnings per share have increased more than 50% in the past 10 years. This success—in part—is attributed by many trade sources to the company's "restrained" advertising and its low cost of distribution in relation to volume.)

■ Statistics indicate Americans will spend more than $47 billion in the nation's grocery stores this year, and annual expenditures within the next two years should reach or pass the $50 billion mark for the first time in history, he said.

The rise in grocery volume results in part from the increasing demand for convenience foods, he said, citing estimates of $1.96 billion for 1959 frozen food sales—more than double the volume of seven years ago and 7% ahead of last year's. Canned foods, he said, will represent $3.66 billion of total store sales this year, he indicated.

■ Campbell is "becoming more and more active in the international field," Mr. Murphy said, and the rising living standard throughout the world will mean "greater and greater demand for convenience foods."

He said the company is constructing new processing facilities in Italy and in Manitoba, and that Campbell's soups and V-8 Vegetable Cocktail juices are now being sold in all parts of Great Britain. Marketing of these products is being spread to many parts of Europe, he added.

Expenditures for plant construction and equipment will be at the same rate in 1960 as they were this year, when they were $17,469,861, he reported.

■ The company has expanded its product line, adding six new products in the past four months and raising the total products sold under the Campbell, Swanson, Franco-American and V-8 trademarks to a record 103. #

Dura-Gloss Lipstick Wins Best Packaging Award

Dura-Gloss lipstick, made by A. R. Winarick Inc., was named the best package of the year in the 23rd annual variety packaging competition sponsored by *Variety Store Merchandiser*. Among the smallest items in the competition, Dura-Gloss was picked from more than 1,100 entries, the largest number in the history of the competition.

Screen Guild Sets Record

Screen Actors Guild distributed $4,568,375 to its members in residual payments on tv programs during the year ended Oct. 31, a new record and well above the $2,711,134 distributed during the previous fiscal year. The guild said one of its primary aims in upcoming contract negotiations will be to obtain a definite formula for payment to actors for post-Aug. 1, 1948, motion pictures sold to television.

total RADIO

There's good listening for everyone on WWJ!
No special group is favored.
No special group is left out.

At 9-5-0, housewives, breadwinners, teenagers, senior citizens all get their share of pleasure and information from WWJ's popular and classical music, complete and reliable news, sports, weather, drama and special features.

Advertisers, *too, benefit from this broad gauge concept—find it perfectly planned for moving merchandise in the nation's Fifth Market.*

TOTAL RADIO for the TOTAL POPULATION

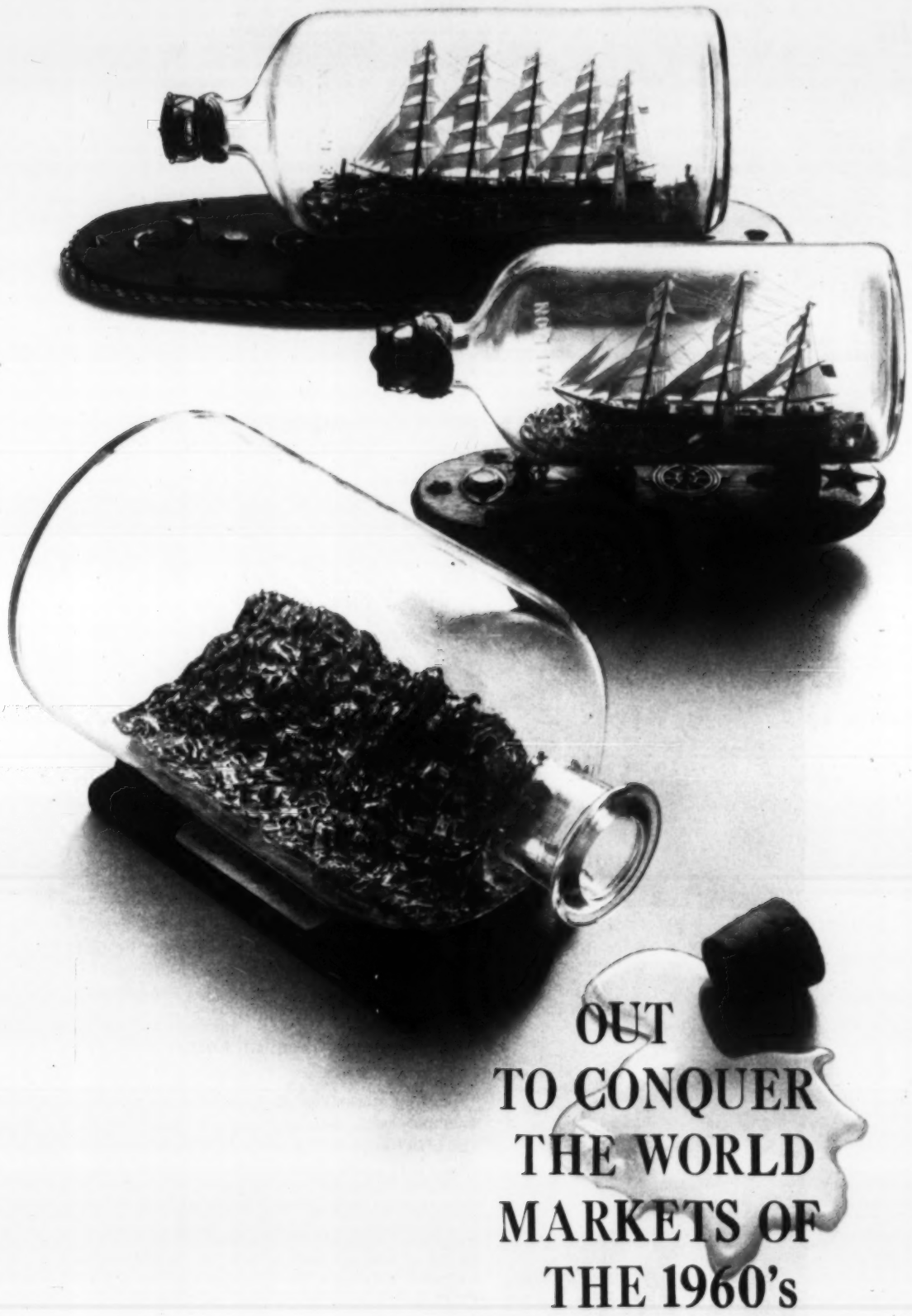
So good for sales! So try it!

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. OWNED AND OPERATED BY THE DETROIT NEWS



OUT TO CONQUER THE WORLD MARKETS OF THE 1960's

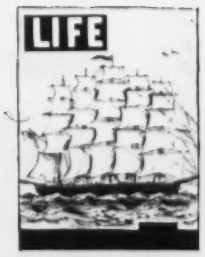
New worlds of international trade await you. So set your sights on nothing less than the markets bordering the seven seas. You'll find them alive with opportunities.

Not only for importing and exporting. Today more and more American businesses are establishing subsidiaries overseas, licensing patents and processes, erecting assembly plants abroad and financing foreign enterprises. Many of these businesses are right in your own industry.

The International Editions of TIME and LIFE offer a great complex of marketing opportunities, several of which almost surely match the pattern of your overseas strengths.

Call your local TIME-LIFE International office. Let one of our representatives bring you up to date on what our magazines are doing to help you profit overseas, what's happening in foreign markets, what your competitors are doing.

World businessmen, who have to make every expenditure count, invested a record $5,000,000 plus in the International Editions of TIME and LIFE in the last quarter of 1959 alone.



LIFE International
LIFE En Español
Mexican Edition
Caribbean Edition

Atlantic Edition
Pacific Edition
Canada Edition
Latin America Edition

Ships in bottles from the collection of The Seamen's Bank for Savings, New York City.

Falcon Backed by 14 Surveys, Ford Researcher Says

Operating Cost Found Primary Factor, Brown Tells Detroit AMA

DETROIT, Dec. 1—The decision to make the Ford Falcon was by no means a quick embarkation into uncharted seas, contrary to some popularly held opinions. It was backed by results of 14 surveys undertaken over a considerable period prior to 1957, "the time of decision."

This was brought out here for the first time recently before a public group by George H. Brown, marketing research manager for the Ford division of Ford Motor Co., in speaking to the Detroit chapter of the American Marketing Assn.

"In the early part of 1958 it was quite apparent sales of domestic cars were dropping while sales of foreign cars had picked up and were rising," said Mr. Brown. "This was about the time we were reading charges in newspaper and magazine articles that the auto manufacturers were failing to anticipate consumer preferences.

"This is not true. Research already had been long under way, but was under wraps. At the very time these rumbles were being heard, Ford already had completed 14 studies and had reported on them. By early 1958 Ford was already well committed on a small economy car. The general impression that Ford and other manufacturers were slow in moving is not correct. They began to act at a very early date, first analyzing the foreign car competition as far back as 1953."

■ The complexities governing the decision were many, Mr. Brown indicated. It was not only necessary to know the common interest, but also to know whether a sufficient number of buyers were interested enough to put over such a program in the volume necessary to make possible the economy price needed.

"We knew on the positive side that foreign cars were selling in considerable volume in some market areas or pockets, and had attained some 1.5% of the total market," he said. "This was projected to envision a future 6%, some early surveys showed. On the negative side we could look at the experiences of two manufacturers who had tried unsuccessfully.

"We also were quite well experienced in the small car field ourselves through operations connected with the English Ford. We had to consider the breakdown on foreign car reports, weeding out the sports cars and the luxury cars and concentrating on the economy car as such. An early 1956 observance also entering the picture was the fact that the repurchase rate of so-called economy cars was very low.

"It would have been very easy at the time of decision to postpone the idea of an economy car, as at that time we had a pretty good idea of the extent of the market. In the absence of a willingness to take a calculated risk, we would not have had the Falcon."

■ Of the 14 studies made by Ford on the matter, six were basic studies on consumer demand, Mr. Brown said. Four were based on interviews with economy car buyers. Two were price shopping studies, and two were highly specialized, to cross-validate the findings of the basic studies. In addition to these there was a special analysis of foreign car registration data.

It was found that the majority of persons contacted were interested primarily in operating cost, this dominating factors of compactness or maneuverability.

■ "What do people want?" Mr. Brown interjected at one point in his talk. "Broadly, it figured out like this. They wanted such a car to be just like a standard car, but it should cost only $1,500 and travel 30 miles on a gallon of gas.

"As we went along, we became convinced the market for the economy car was a cross-section of the total car market," he continued.

"We found more interest in a car with a greater passenger capacity and less mileage, than the contrary. We even used two foreign cars we had purchased and used them in test driving and interviews, listening to comments and making presentations using various price figures. In process of interviewing we were able to determine the extent of the so-called fad element.

■ "However, no matter how hard we worked, there still remained a large mystic factor. Ford faced it," Mr. Brown said in concluding. "How accurate have we been? It is much too early to say completely, in the face of current steel shortage factors hampering efforts to supply the product. In much of our early findings we feel we have been correct, while on some we must wait a year or more to see. It seems clear we are in a market that will support a car such as the Falcon." #

Loos, Stack Join JWT

John Loos and Ronald Stack have joined the media department of J. Walter Thompson Co., Chicago. Mr. Loos has been with Outdoor Advertising Inc. for the past five years. Mr. Stack has been with Tatham-Laird, Chicago.

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

Preferred reading

says **RICHARD C. CARR**
Manager, Advertising and Sales Promotion
Chemicals Division,
Olin Mathieson Chemical Corporation

"Reading Industrial Marketing is so worthwhile that I have two subscriptions—one at home and one at the office. Of course, the office copy is routed to all members of the department. It seems that every issue of IM has something we can put to immediate use."

Although his academic major was in chemical engineering (B.S., Yale), Mr. Carr has devoted his professional career to advertising and related areas. Before coming to the Mathieson Chemical Corp. in Baltimore in 1953 (the year before it merged with Olin Industries to form Olin Mathieson Chemical Corp.), he had done agency work and had held such advertiser posts as manager of general advertising for Westinghouse and assistant director of public relations for Koppers. The Chemicals Division of Olin Mathieson, which Mr. Carr serves as manager of advertising and sales promotion, markets a wide variety of products from bulk chemicals to specialties, and chalks up a sales volume of over $125,000,000.

says **RICHARD W. SMITH**
Director of Advertising
American Air Filter Company, Inc.

"Through the years, Industrial Marketing has done an outstanding job in establishing the 'ground rules' for a close working relationship between management, sales and advertising. As a result, IM is read and accepted at all levels of our organization."

Mr. Smith's record in advertising dates back to 1928, and includes both advertiser and agency experience. With the exception of the World War II period, during which he attained the rank of captain in the Corps of Engineers, he spent the years between 1935 and 1955 as an account executive—first for The Griswold-Eshleman Co. in Cleveland, and later for Doe-Anderson Advertising Agency in Louisville. Mr. Smith joined the American Air Filter Company as director of advertising four years ago. He guides an advertising program which, in 1958, earmarked $220,000 for space in business publications.

Miami Builder Puts Its Model Home in Super's Parking Lot

MIAMI, Dec. 1—Even if you're selling homes, the best place to get prospects is at a supermarket, Killian Craft Corp. decided. So the home builder erected a model home in a Stevens Market parking lot here.

In lieu of rent, Stevens Market receives $100 on each home contract signed. Plans are being studied to erect model homes on other Stevens Market lots in the Miami area.

Killian Craft, unlike many other Miami builders, is not creating a new subdivision with a mass of homes. Instead, the company builds on empty lots scattered throughout Dade County and offers a package deal, including lot, home and mortgage financing. #

Co-op Oil Drive Studied

A cooperative $3,000,000 advertising campaign to stimulate gasoline service station sales in 1960 is being studied by a group of major oil companies affiliated with the American Petroleum Institute, *Petroleum Week*, New York, has reported. The group, under the chairmanship of H. L. Moir, retail marketing vp of Pure Oil Co., will meet during January in Chicago to work out details for putting the plan into execution.

Atomic Source Book to Bow

Atomic Industrial Forum, New York, nuclear industry association, will issue next spring an illustrated information source book on peacetime applications of atomic energy. Distribution will be international, and base advertising rate will be $700, commissionable to U.S. and Canadian agencies.

Paul Klemtner Names Three

Eugene Belcher, formerly copy chief of Schering Corp., has joined the copy staff of Paul Klemtner & Co., Newark. Klemtner also has named Ed Rasp, director of radio and television, and Ted Klein, public relations director, permanent members of the plans board.

N. American Press Is Behind Times, French Editor Says

MONTREAL, Dec. 1—North American journalism is "living behind the times" as far as Pierre Lazareff, French editor and publisher, is concerned.

Mr. Lazareff controls five newspapers and magazines, including *France-Soir* in Paris, which has a circulation of 1,400,000. In an exclusive interview with ADVERTISING AGE following his arrival here from Paris, Mr. Lazareff said:

"The trouble with the press today is that it is facing the problems of all big industry. The press must find its place in the concept of news dissemination which now includes radio and television." Here to address the Congress of French-Canadian journalists, the Parisian publisher added:

■ "My idea of a newspaper is one which does not try to compete with radio and television but rather uses these other media and works with them to keep the public informed. Radio and television have created a greater interest in news and a greater demand for information.

"It is up to the newspaper to give the history, background and detailed explanations that neither radio nor television have the time to give. People listen to radio and tv for 'spot' news but turn to their newspapers at their own leisure for inside information, the news behind the news.

"In this respect, North American newspapers are living behind the times. Their emphasis on giving news, instead of explaining it, was perfectly correct in the days before radio and television news broadcasts came into being. But it is not the right attitude now. North American newspapers are the most conservative in the world as far as this is concerned. There has been very little evolution here."

Mr. Lazareff is married to Helene Cordon-Lazareff, chief editor and general manager of *Elle*, a leading French woman's magazine in Paris. While in Canada he will visit leading French language newspapers and later visit the U.S.

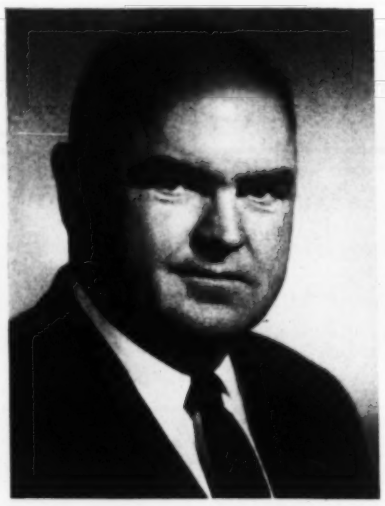
Peters, Griffin, Woodward Opens Boston Office

Peters, Griffin, Woodward, New York, radio-tv station representative, has opened a branch in Boston in the Statler Office Bldg. John T. King II, formerly a radio account executive in its New York office, has been placed in charge of the new office. Theodore D. Van Erk will continue as the company's tv representative for New England. Peters, Griffin also has named Ransom Y. Place Jr., formerly with Robert E. Eastman & Co., a radio account executive in New York.

Commercial Letter Moves

Commercial Letter, St. Louis direct mail specialist, has moved its plant and offices from 1209 Washington Ave. to 1335 Delmar Blvd.

...with men who make industrial advertising



says **RUSSELL C. DOYLE**
President
Doyle, Kitchen & McCormick, Inc.

"A reader and subscriber to Industrial Marketing for more years than I can remember, I find it is the one advertising trade magazine that I invariably check whenever a mail survey questioning my reading tastes comes across my desk. Although there are, of course, many other subscribers in our organization, I route my copy through several account, copy and production people."

A versatile adman, Mr. Doyle received training in media and production before being assigned to the copy department at Doyle, Kitchen & McCormick. He switched to the account side of the business (after a five-year stint as copy director) when this New York agency acquired the Mack Truck account in the mid-'40's. Positions of greater responsibility followed during the next decade (vice-president and director; executive vice-president), and in 1958, he was elected president of the firm.
One of the country's leading agencies in the placement of business-paper advertising, Doyle, Kitchen & McCormick spent more than $2,700,000 in the business press last year. In addition to Mack Trucks, its clients include such important industrial advertisers as the Colorado Fuel & Iron Corp., the American Bosch Arma Corp. and the Okonite Co.

INDUSTRIAL MARKETING

The magazine of selling and advertising to business and industry

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (13 issues) $3*

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including ***Space Technology***

A McGraw-Hill Publication 330 West 42nd St New York 36 N Y

Aircraft – Missiles – Spacecraft

ABC PAID CIRCULATION 73,606

Dailies' Linage Up 4.6% in Month, 6.9% in '59: Media Records

NEW YORK, Dec. 1—Media Records' check of newspapers in 52 cities shows advertising linage in October at 271,254,540 lines, a gain of 4.6% over linage reported in October, 1958. Newspaper linage in the first ten months of the year totaled 2.3 billion lines, up 6.9% over the like period last year.

Biggest gains in October were reported in classified, financial and automotive categories. Classified advertising totaled 64,780,166 lines (up 17.6%), followed by financial, 4,799,727 lines (up 15.7%), and automotive, 18,409,299 (up 7.7%). Other gains in October were reported in the retail (up 1%) and total display (up 1.1%) categories. General advertising linage was down 2.7% in October, while department store linage slipped 0.2%.

Producers Associates Opens

A new company, Producers Associates, which will act as management consultants for the automotive industry and its suppliers, on graphic arts, motion pictures and slide film work, has been formed in Detroit with offices at 1318 Nicolet Pl. President of the new company is A. E. Tuttle, formerly with General Motors Corp.'s financial department. Norman J. Werthmann and Fred F. Frink are vps. Mr. Werthmann was formerly with General Motors' photographic department and Mr. Frink was previously with Van Praag Productions in Detroit and Miami as manager.

Packard Bell Bucks National Competition at Distributor Level

HOLLYWOOD, Dec. 1—In the American competitive economy, successful business must have "marketing beyond the expected," Richard D. Sharp, director of marketing, Packard Bell Electronics Corp., told members of the Hollywood Advertising Club.

Discussing how this principle has been applied in his company, Mr. Sharp said the Packard Bell distribution system is different in that distributors are individual business men handling Packard Bell products exclusively, they make all calls personally and they average over $20,000 a year net.

The company has 43 distributors in the 13 western states and Texas. In a market such as Los Angeles, where competitors have one distributor, Packard Bell has 15, on an individually franchised, exclusive geographical basis. Mr. Sharp said that having no other lines, distributors give complete loyalty, undivided attention and sales effort to Packard Bell.

■ Mr. Sharp said promotion and merchandising are considered as important as advertising, and the company spends 60% of its total budget for merchandising and sales promotion.

"We must do a lot of promoting because Packard Bell, as a regional manufacturer, cannot match the overwhelming volume of advertising done by the nationals. We must apply more influence upon the customer at the point of purchase to overcome this advertising advantage," he said.

The program to accomplish this calls for the training of distributors to train dealers to train their salesmen to sell customers. Every dealer is equipped with all available sales aids; dealers and salesmen continuously receive information "on every move we make regarding advertising, new merchandise, sales promotions and sales aid."

Letters, telegrams, jumbo post cards, broadsides, sales bulletins and even phone calls are made to keep dealers informed, enthusiastic and sold on the company and its products.

The company's own display men set up elaborate window displays. These are not stock windows. They do highlight the current advertising theme, but apart from that each dealer gets a display tailored to fit his sales policies and facilities.

The final phase of marketing is direct sales promotion activity with dealers. #

Lloydwagen to Tilds & Cantz

Tilds & Cantz, Los Angeles, has been named to handle national advertising for the new Lloydwagen, Germany's latest entry in the U.S. auto market. Major emphasis will be focused on the Arabella model, a sedan priced (P.O.E., New York) at $1,688. The Lloydwagen line also includes a six-passenger Minibus, small pickup truck, a delivery van and a four-passenger Alexander sedan.

Cappel, Pera Adds Animal Foods: Names Russell

Cappel, Pera & Reid, Orinda, Cal., has been appointed to handle advertising for Animal Foods, Santa Clara. Initial advertising will be a radio campaign in northern California.

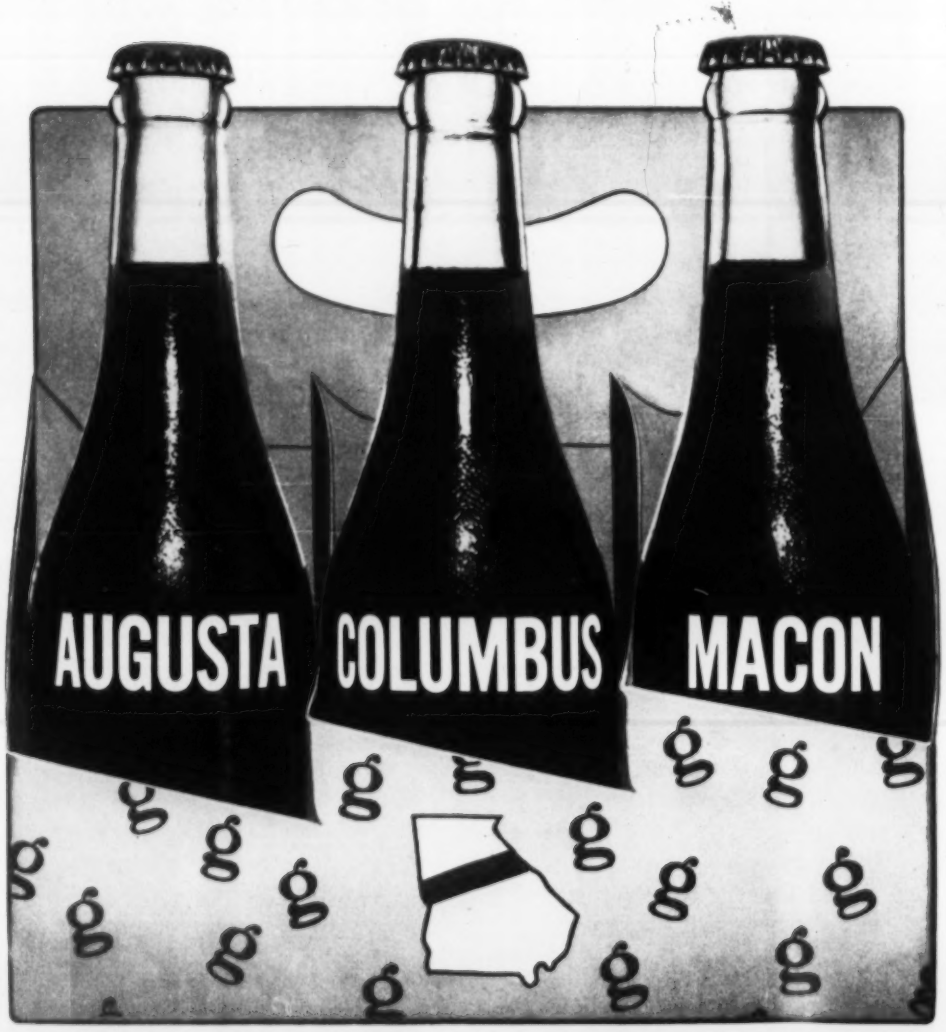
Cappel, Pera & Reid also has named Larry Russell, formerly television director of Hixson & Jorgensen, television director.

package buy:

America's 30TH metro market

With over 650,000 population, the combined Augusta-Columbus-Macon metropolitan market is *30th in the U. S.* And it's yours with the Georgia Group papers, reaching 4 times as many homes in this 3-in-1 metro market as any other paper. Schedule the Georgia Group. One order, one bill, one check . . . *and savings up to 17%.*

GEORGIA GROUP



THE Georgia Group

AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

. . . today,

ENGINEERS make the buying decisions!

Engineering Society Publications offer exclusive no-waste coverage of 195,000 engineers who specify and buy for industry:

CHEMICAL ENGINEERING PROGRESS
CIVIL ENGINEERING
ELECTRICAL ENGINEERING
JOURNAL OF METALS
MECHANICAL ENGINEERING
MECHANICAL CATALOG
MINING ENGINEERING

House Beautiful
19 pages of glittering ornaments...Serve foods that nobody else will serve...
Gifts that didn't exist last year

1ST IN TRADE CIRCULATION

House Beautiful Sells Both Sides Of The Counter!

No other magazine delivers the blanket readership among decision-making builders, decorators, architects, department store buyers and other retailers.

In a published roster by store name, *House Beautiful* shows how your message reaches over 60,000 top professionals who actually buy and *move* your merchandise. By documentation, this is the largest trade circulation of any consumer magazine.

TRADE SUBSCRIPTION ANALYSIS	Individual Subscriptions
HOME FURNISHINGS STORES	27,302
HOME BUILDING INDUSTRY	21,912
OTHER MISCELLANEOUS TRADE CLASSIFICATIONS	10,909
GRAND TOTAL	60,123

House Beautiful Pace Setting editorial creates a far greater degree of retail sales action in proportion to its circulation than any other magazine. This is spontaneous acceptance for *House Beautiful* among retailers who know that *House Beautiful* sells more because it has more to offer:

More Circulation Than Any Other Magazine in the Quality Home Field.

More Combined Home Furnishings and Building Editorial Than Any Other National Consumer Magazine.

More Advertising Pages Than Any Other National Home Magazine.

More High-income Readers Than Any Other Quality Home Magazine.

Only House Beautiful Delivers Leadership Where it Counts... in Actual Sales!

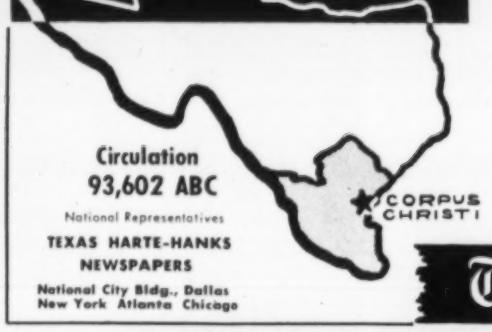
Because it's... 1st in Advertising 1st in High-Income Readers 1st in Buying Power 1st in Trade Circulation 1st in Consumer Buying Influence

Sells Both Sides Of The Counter

House Beautiful

A HEARST KEY MAGAZINE 572 MADISON AVENUE, NEW YORK 22, N.Y.

Tip of Texas Test Market



Circulation 93,602 ABC

National Representatives
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
New York Atlanta Chicago

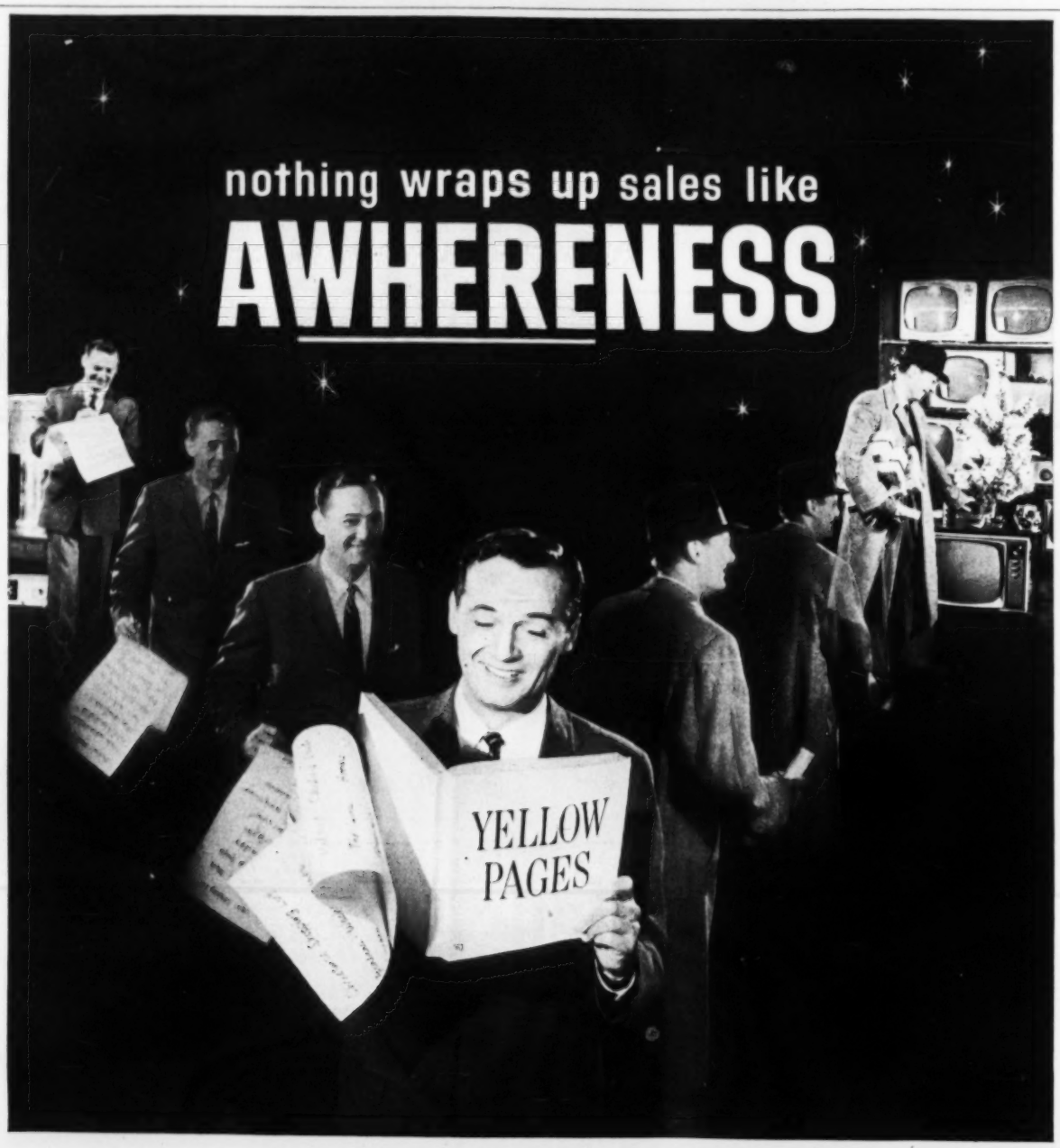
Color where you want it when you test in the Tip of Texas

Order one, two or three colors plus black any day in the week. The Caller-Times can handle it—and beautifully. Our ten new high speed presses give us full flexibility, give you the color you want—as you want it. Write for data.

The Corpus Christi Caller-Times

Heiser Hunt Ohm

INSPECTION—*While at Klau-Van Pietersom-Dunlap during his training session, Mr. Heiser attended a "field day" staged by Gehl Bros., farm implement manufacturer. Here he inspects clover on a farm with Cecil Hunt and Karl Ohm, KVPD account executives.*



and nothing builds AWHERENESS like the Yellow Pages

Whatever your business, from Television Sets to Toys, nothing ties you and your prospects together . . . wraps up sales like AWHERENESS. And nothing builds AWHERENESS like the Yellow Pages — the buyer's guide consumers turn to when they're ready to buy.

Trade Mark Service in the Yellow Pages gives brand-name manufacturers an economical way to direct prospects to *all* their local outlets — every day of the year. Local businessmen spread their sales messages throughout the community by advertising in the Yellow Pages.

Call the Yellow Pages man at your local Bell telephone business office. He'll be glad to help you plan the business-building AWHERENESS program best suited to your needs.

The advertising medium that tells people where to find your local outlets!

YELLOW PAGES

Arrangement with Iowa State Helps KVPD to Get Talent

AMES, IA., Dec. 1—A forward looking scholarship program undertaken by a Milwaukee advertising agency is giving the ad field an assist in the recruiting of capable youth.

As a result, an Iowa State agricultural journalism student is now busy at his studies on the Ames campus, armed with practical knowledge of the operations of advertising agencies.

John Heiser, 21, of Winnetka, Ill., is a graduate of a three-month orientation at the Milwaukee headquarters office of Klau-Van Pietersom-Dunlap. He was the fourth recipient of an annual $1,000 scholarship awarded to an Iowa State junior chosen by the school's technical journalism department.

Young Heiser, in the course of his stint at KVPD, studied contact and orientation, traffic service, copy, production, media, research and marketing and public relations.

He also took part in agency presentations, meetings with clients, copy-creative sessions and other phases of the agency's operation.

■ The agency's interest in youths studying agricultural journalism is a natural one. It ranks among the top three agencies in the nation in the placement of agricultural advertising.

Results of KVPD's program to date: The first recipient was Keith Ballantyne, who is now with the advertising department of Hess & Clark, Ashland, O., feed medication and animal health products advertiser—a KVPD client; Donald W. Somers, the 1957 winner, has joined Allied Mills, Fort Wayne, Ind.; Cecil Hunt, the 1958 winner, is now at KVPD, in pr on agricultural accounts. #

Olsen Starts New Magazine

Olsen Publishing Co., Milwaukee, will publish a new monthly business magazine, *Sales & Advertising*, for Milwaukee area distribution. The new magazine will have 16 pages initially and will be circulated to top executive business personnel. Edward O. Goetz, sales manager of Olsen's printing division, is editor.

Craig, Webster Changes Name

Craig & Webster Advertising Agency, Lubbock, Tex., has changed its name to Webster/Harris/Welborn. The partners are Rex Webster and Leon Harris, account supervisors, and Howard Welborn, production manager. T. Bruce Craig, founder of the agency, died last March.

"Ad Requirements is an excellent source for new ideas..."

MARTIN J. BUTLER, JR.
Advertising-Sales Promotion Manager
The Diversey Corporation

THE DIVERSEY CORPORATION

CABLE ADDRESS: DIVERCO

1820 ROSCOE STREET • CHICAGO 13, ILLINOIS • GRACELAND 7-3000

SPECIALIZED CHEMICALS

Advertising Requirements Magazine
200 E. Illinois St.
Chicago 11, Illinois

Gentlemen:

The advertising and the sales promotion manager of today faces a problem not unlike that of technical or scientific people.

New techniques, new technology, and, perhaps most important of all, new ideas are coming too fast for any one man to even pretend to be an expert on every phase of this business. But I have found one source for practical, useful information which enables me to take almost immediate advantage, of new ideas and technical advances. It's Advertising Requirements, of course.

AR never fails to have the kind of articles that are clipped and later discussed with our agency, exhibit builder, printer or sales management. I find AR particularly valuable because of its fine articles on sales promotion. With nearly 300 Diversey salesmen in the United States alone, we need new ideas on selling aids and AR certainly is an excellent source for this material.

The time spent reading AR is always productive for me and I am sure it will be for anyone interested in knowing more about this fascinating advertising and sales promotion profession.

Yours very truly,

THE DIVERSEY CORPORATION

Martin J. Butler, Jr.
Advertising - Sales Promotion Mgr.

MJB:dsw

Mr. Butler and The Diversey Corporation are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

Producer and marketer of industrial chemicals, Diversey promotes its scores of products through space advertising in some 60 business and farm publications, as well as through a direct-mail program to 50,000 names. The company also turns out about 200,000 pieces of sales literature annually, provides point-of-purchase material for the farm market, participates in 15 trade shows each year and conducts contests for its sales force, in which premiums and prizes are used.

In addition to operations in the United States, Diversey has subsidiary plants in Canada, England, France, Italy, Puerto Rico, Venezuela, Brazil, Australia and Hawaii. Mr. Butler joined the company as advertising manager in 1953, and also took on the responsibility for sales promotion the following year. He is the current president of the Chicago Chapter of the National Industrial Advertisers Association.

Advertising Requirements / Workbook of Advertising & Sales Promotion

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS
PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

Have you considered what a real IDEA MAN might do for your agency?

This man has created campaigns that not only helped double and triple sales for small advertisers, but for multi-million dollar spenders as well.

As a new business idea man, he originated 10 out of 11 campaigns used by one agency in the successful solicitation of more than $6,000,000 worth of new accounts in a single year.

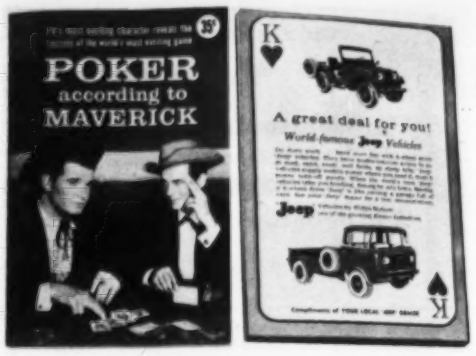
His ideas, his copy and his copy direction have been utilized by nearly a hundred national advertisers: automobiles, beers, cigarettes, cleaners, cosmetics, drug products, fashions, floor coverings, foods, home equipment, household products, hotels, medicines, perfumes, pipe tobaccos, publications, soaps, toiletries, travel, wines and whiskies.

In the position he is seeking, the right opportunity and right associates outweigh financial considerations. Box 832, Advertising Age, 630 Third Avenue, New York 17, N. Y.

Merchandising Ideas

Jeep Gives Poker Book

• "Poker According to Maverick," a new book published by Dell Publishing Co., is being offered by Jeep dealers to prospective buyers who take a demonstration ride. The paperback book, produced at the suggestion of Willys Motors, co-sponsor of the "Maverick" television show, is written in the informal, breezy speaking style of the "Maverick" brothers, but sets forth sound principles of playing winning poker.



GOOD DEAL—*Jeep dealers are offering this paperback book as an incentive to take a demonstration ride. The cover shows Bret and Bart Maverick, tv characters. On the back cover is a sales message from Willys Motors.*

Apsco Boosts Bonus Coupons

• Van der Boom, Hunt, McNaughton, Los Angeles agency, has mailed out 750,000 "dollars" to stationery dealers over the country in behalf of a client, Apsco Products, maker of pencil sharpeners, staplers, punches and staples. The "dollars" are heavy paper disks that have a silver coin printed on one side and, on the other side, the words, "Ask us about Apsco's free Christmas bonus coupons. Good through Dec. 31, 1959."

The paper disks were part of the package sent to 7,500 stationery dealers to kick off Apsco's promotion. Also included were banners, displays, other aids to merchandise cash-redemption coupons to run in Apsco ads in *Modern Office Procedures, Office Management, Today's Secretary* and the *Wall Street Journal*. The coupons are good for $1.50 on the purchase of three pencil sharpener models. A dealer drive also is running in trade publications. A drive to stationery dealers also is running.

Rambler Mints Big Money

• American Motors Corp. has gone into the business of minting new "silver dollars" and printing dollar bills, but the company is sure the Treasury Department won't care. The coins and bills are large size to emphasize the theme printed on the currency, "Your Rambler Dollar is a Bigger Dollar." Dealers and salesmen are handing out the coins and bills to showroom visitors and are using them with mailing pieces.

The coin also is being featured in all 1960 Rambler advertising and merchandising material to help promote the economy and savings theme used by Rambler. About 600,000 coins and 1,500,000 bills have been produced so far.

Sends Cards at Thanksgiving

• Departing from the custom of mailing greetings only at Christmas time, Aero Mayflower Transit Co., Indianapolis, this year extended greetings to customers, agents, employes and friends with a specially designed Thanksgiving Day card. Because of the association of the Mayflower trademark and name with the Thanksgiving season, the company chose a four-color picture of the Mayflower ship for the front of the card. Inside, the landing of the Pilgrims was portrayed, with a five-line verse from "The Landing of the Pilgrims," plus the message, "A cordial wish for a joyful Thanksgiving," and the company imprint.

Paint Mixer Is Party Bid

• A long envelope with four bright stripes and the words "fresh paint" in the left hand corner was mailed last month by Findlay Galleries, Chicago, to about 800 interior decorators, architects and press people. Inside was a folder with a 12" wooden stick, also painted with the same bright colors as on the envelope. The words "be a good mixer" were on one side of the stick and "come to the party" on the other. On the cover of the folder was a photograph of a bearded gentleman and the words "Fresh paint . . ." Inside the message continued "ings by Sabouraud." The entire package was a clever invitation to attend a special preview of an exhibition by the French

ST. PAUL . . .

. . . MARKET on the move!

POPULATION **529,600**

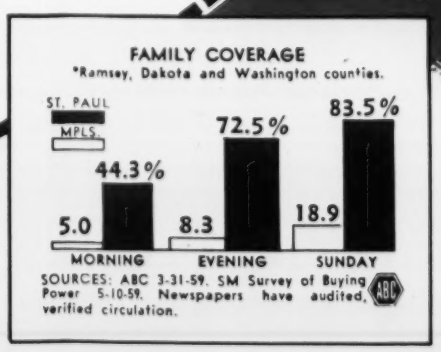
ANNUAL RETAIL SALES . . . **$655 MILLION**

What's up in St. Paul? Everything!

From one end to the other, the booming, mushrooming St. Paul Market* is on the move! Population is UP . . . to 529,600. Effective buying income is UP . . . to $959 million. Retail sales are UP . . . to $655 million a year.

Want your sales to go up right along with everything else in this prosperous land-o-plenty? Naturally! Then cash in by making your move to the one and only newspaper to blanket every rich inch of it . . . the St. Paul Dispatch-Pioneer Press!

AND 1 NEWSPAPER OFFERS UNCHALLENGED SATURATION COVERAGE!



ST. PAUL **DISPATCH**

A RIDDER NEWSPAPER

PIONEER PRESS

Representatives RIDDER-JOHNS, INC.

New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

CLEANING GUIDE—*White King Soap Co. has produced this guide to home cleaning for distribution to consumers. The guide covers cleaning of new synthetic fabrics and appliances, floors, carpets and porcelain.*

artist, Emile Sabouraud at the gallery. The Wynn Agency handled the promotion.

Police Stop Safe Drivers

• Police departments in major cities are receiving kits from Sealed Power Corp., Muskegon, Mich., and soon *not* all drivers who are stopped by police will get traffic tickets; some may receive courteous driver awards. The public safety program sponsored by Sealed Power officially began last month in Waukegan, Ill., where traffic police were instructed to

SAFE DRIVER—*Officer Richard Lodesky of the Waukegan Police Department attaches a Courteous Driver Award sticker to windshield of car driven by Mrs. Shirley Ward as part of a nationwide safety program sponsored by Sealed Power Corp.*

stop drivers who performed unusual acts of driver courtesy. Bright red stickers were placed on the windshield of their cars. The stickers—3½x2"—read: "Courteous Driver Award," with "Presented by the Police Department" in smaller print.

The kits to police departments include the stickers, a set of instructions and suggestions for the program, and promotional material to publicize it locally.

Short Wave Record Out

• The President's voice transcribed from a satellite in outer space, the capture of a criminal, a radio amateur talking from Little America, ships at sea and other historic and unusual events originally broadcast on short wave radio frequencies have been recorded on a new 45rpm recording, "The Amazing World of Short Wave Listening," edited through the facilities of Hallicrafters Co., Chicago. Narration is by Alex Dreier, news commentator. Prepared as an educational effort to acquaint the public with the type of fare available on high frequency bands, the recording is not for sale commercially, but is being offered through radio parts distributors or by Hallicrafters, at a courtesy price of 25¢. #

Du Pont Sets Zelan Drive

E. I. du Pont de Nemours & Co., Wilmington, will launch a consumer campaign in March promoting rainwear treated with its Zelan water repellant. The "showcase of showerwear" theme will be used in an eight-page ad in the *New York Times Magazine*, a page in *Sports Illustrated* and on Du Pont's tv "Show of the Month." *Daily News Record* and *Women's Wear Daily* are carrying the story to the trade, along with mailings and merchandising aids. N. W. Ayer & Son, Philadelphia, is handling the campaign.

Christian Heads Boston Adclub

Frank S. Christian, vp and regional manager of the Boston office of Kenyon & Eckhardt, has taken over the presidency of Boston Advertising Club, succeeding William J. Williamson, who resigned as club president and also sales manager of WBZ-WBZA, Boston. John Gilbert, formerly general manager at WKHM, Jackson, Miss., succeeded Mr. Williamson at WBZ-WBZA. Rand Smith, public relations department of Greater Boston United Fund, has succeeded Jeanette Gold as executive secretary of the adclub.

West Joins 'Leader-Call'

J. W. West has joined the *Laurel Leader-Call*, Laurel, Miss., as publisher. Mr. West succeeds Thomas Gibbons, who has retired. He formerly was general manager of the *Jackson State Times*, Jackson, Miss.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with

Retail Sales LARGER than any one of 35 entire States.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

* Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it In The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Harvard Business School Seeks Small Business Jobs

Representatives of the small business program of the Harvard Business School will visit eight areas of the country during December and January to seek job opportunities in small and medium-size businesses for more than 200 graduate students in the Class of 1960.

Elected representatives among the students will visit businesses and distribute resumes of men who desire jobs in the particular area. They are seeking companies in which a member of management will come into frequent contact with the entire management team and be able to derive a sense of participation in the over-all company operation.

De Soto Names Stretz

Chrysler Corp., Detroit, has named Frank Stretz sales promotion manager for De Soto cars. He has been with the company since 1955, and was most recently sales promotion and distribution manager for Plymouth and De Soto in Kansas City.

McCaslin to Potts-Woodbury

Leigh S. McCaslin Jr. has been elected a vp of Potts-Woodbury, Kansas City, and will be in charge of the agency's new Tulsa office. Mr. McCaslin was formerly advertising coordinator of D-X Sunray Oil Co., Tulsa. Potts-Woodbury handles the D-X Sunray account.

NEW PACKAGE—*Old London Foods, New York, has redesigned the packages for its four types of Melba toast. The backs are imprinted with a message that converts the box into a shelf talker when it is turned around. Richard K. Manoff Inc., New York, is the agency.*

Consumer Spending to Zoom 7% in '60, Says 'Business Week'

NEW YORK, Dec. 1—*Business Week* predicts that retail sales in 1960 will reach an annual rate of $230 billion, approximately 7% ahead of this year.

"Just about every segment of retailing will share in what seems almost certain to be a booming consumer economy as the country heads into the 1960s," the business weekly says.

The magazine's optimistic prediction is based on consumer income after taxes which, it believes, will climb sharply and exceed $350 billion annually, for a gain of 5% to 6%.

Only two small clouds dim the rosy outlook:

• "One is tight money, which is likely to get tighter. It can measurably slow new residential construction, and this will tend to hold down dealer sales of household furnishings and appliances. Even so, factory sales are likely to spurt during the first half, to fill pipelines depleted by shortages of steel.

• "The other uncertainty is the steel situation. A renewal of the steel strike lasting for any great length of time would, of course, diminish purchasing power and cut into the supplies of hard goods available to consumers. However, most forecasters are assuming that, even if steel workers leave their jobs again, it will be a short-lived shutdown."

■ After noting that government experts foresee lower food prices in 1960, which should give consumers more money for durable goods, the report cautions that "it's unlikely that consumers will be in the free-spending mood of 1955, when they went on the wildest credit spree in history.

"For one thing, they already have about a year of sharply increased credit buying behind them, after coming out of the 1957-58 recession. For another, most consumers are pretty well stocked with goods, so they can spend their money more judiciously.

"Fixed expenses are going up, too," the report notes. "Housing costs will be rising; services of all kinds will continue to take an increasing share of the consumer dollar, and clothing expenses will be a bigger factor in family budgets." #

WSAZ Drops NBC Fights Because of Boxing Scandals

WSAZ Inc., Huntington, W. Va., will cancel the Friday night prize fights, broadcast by National Broadcasting Co., from its radio and tv station schedules, effective after Dec. 18.

WSAZ said, "Boxing and wrestling, while popular program types, have been subjected to more speculation, charge and counter charge of alleged rigging, fixing, gambling and payola than even the broadcasting industry, and for a very long time. It is obviously outside the province of our operations to be able to assure the public of the honesty of any such program until some measure of stability returns to this field of sports."

Britons Like 'Wagon Train'

"Wagon Train," a Western import from America, continues to ride high in British television. The program has been No. 1 on the rating parade for a number of weeks. Now Television Audience Measurement (TAM) reports that in the week ended Nov. 22 it became the first commercial tv program to reach an audience of more than 6,000,000 homes.

MUSIC TO ADVERTISE BY
RADIO-TELEVISION
JINGLES • ARRANGEMENTS • LYRICS
ORIGINAL MUSIC • FILM BACKGROUNDS
Kellogg's
Life Magazine
Standard Gasolines
Taystee Bread
Evinrude
SAMPLE SHOWCASE UPON REQUEST
Duncan Hines
Mars Candy Bars
Telephone Company
Northwest Orient
RCA Whirlpool
BERNIE SABER Musical Productions INC.
75 East Wacker Drive, Chicago 1, Ill. • Financial 6-5952

NEW ENGLAND'S 1ST MARKET—
MASSACHUSETTS
with the Billion Dollar
WORCESTER MARKET
SUNDAY TELEGRAM
Workers Ordered Back To Steel Mills
The Evening Gazette
Plan E Polling Away; Victory Appears Sure
WORCESTER TELEGRAM
Voters Retain Plan E By Majority of 4,083
WORCESTER IS YOUR KEY TO
GROWTH... E.B.I. $1,112,205,000* UP 30.4% since 1954.
IMPACT.... Worcester is Reading "Worcester newspaper readership is well above the national average", says Publication Research†
RESULTS.... 86.4% daily coverage with the Telegram-Gazette. Daily circulation 158,215. Sunday—102,957. ABC audit Dec. 31, 1958.
2nd in Mass.
WORCESTER
MASS.
* Source: Sales Management Survey of Buying Power, May, 1959.
† Source: Publication Research Service Study, Sept. 28, 1958 Sunday Telegram.
The Worcester TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives
OWNERS OF RADIO STATION WTAG AND WTAG-FM

TOPICAL—*The familiar Admiral Corp. outdoor spectacular at Times Square, New York, is staying seasonal this fall by providing football scores on the motograph "traveling light" portion of the 2,500 sq. ft. sign. Scores come from WINS, with Admiral promoting the station and the station promoting the sign. The appliance maker occasionally uses the sign to call attention to an Admiral ad on a specific page of a national magazine.*

One-Minute Length Is Tops Among Spot Radio Users: RAB

NEW YORK, Dec. 1—The one-minute unit is still the most popular commercial length among spot radio advertisers, according to the Radio Advertising Bureau.

The 60-second spot represented more than six out of 10 of the total radio commercials run during the July-September survey period. More than half of the 53,000 radio programs used by spot advertisers were five minutes in length.

A breakdown of the commercial lengths used by the 1,400 brand advertisers covered in the organization's study revealed that 63.3% were 60 seconds, 15.4% were 4 to 8 seconds, 12.3% ran 10 seconds, 5.8% ran 30 seconds and 3.2% were 20-second units.

RAB's third quarterly analysis showed that, of all programs studied, 58.2% were five-minute shows; 20.5% were more than 15 minutes; 13.8% were 15-minute shows and 7.5% were 10-minute shows.

RAB reported that its most recent survey was based on sources accounting for about 50% of all spot radio volume. #

Hotpoint Promotes 3, Adds 1

Hotpoint Co., Chicago, has promoted three men and hired another in the company's advertising department. Richard R. Gorman, former ad director of Admiral Corp., has joined the company as specialist, advertising and sales promotion, refrigerator department, succeeding David H. Grigsby, who has been named specialist, freezer-air conditioner sales planning, refrigerator department. F. M. Slasor has been promoted to specialist, refrigerator sales planning, and J. F. Carroll, specialist, refrigerator, freezer and air conditioner product planning.

Sackner Appoints Stevens

Sackner Products, Grand Rapids, Mich., has appointed Stevens Inc., Grand Rapids, to handle its advertising. Sackner produces paper and fibre products primarily for the upholstering, seat cushion, automotive and packaging fields.

Harrison Joins Miller

Robert M. Harrison has joined the Chicago staff of Miller Publishing Co. as a representative on *Feedstuffs* and *Feedlot*. Mr. Harrison previously was advertising sales manager of *Hatchery & Feed*.

N. Carolina Sets $447,000 Promotional Ad Budget

The department of conservation and development of North Carolina will invest $97,000 during January, February and March to publicize the state's industrial and travel advantages. Magazines and northern daily newspapers will be used. The state will invest an additional $350,000 for industrial and travel advertising this fiscal year. Ayer & Gailett Agency, Charlotte, is the agency.

Glenn Agency Adds Two

William J. (Bill) Alexander has been named to head the new industrial advertising division of Glenn Advertising, Dallas. Mr. Alexander formerly was sales promotion manager of Continental Emsco Co., Dallas. The agency also has named Jack L. Riley, a former member of the ad department of Oklahoma Publishing Co., an account executive in the Fort Worth office.

Hill Named Executive Editor

Industrial Publishing Corp., Cleveland, has appointed Charles A. Hill executive editor of *Procedures Magazine*. In his new post, Mr. Hill, formerly editor of the magazine, will direct both sales and editorial activities of the magazine.

Designers Metal to Narup

Designers Metal Corp., Hammond, Ind., manufacturer of expanded metal for industrial and commercial purposes, has appointed William J. Narup & Co., Chicago, as its agency and marketing counselor.

Britain has higher education for fewer people

For most of the people of Britain education ends at the age of 15. A far smaller proportion than in the U.S. go on to any form of higher education.

This does not mean that the British are short on native wit or inborn shrewdness. It does mean that the average British consumer is less quick at picking up the catch-phrase of the moment, less easily persuaded out of long-held beliefs, than his American counterpart.

Advertising and marketing operations in Britain must be planned and mounted accordingly. That is one of the several reasons why it makes sense for an American organization to use a native British advertising agency when it crosses the Atlantic.

As one of the two largest agencies outside the U.S., with quotable examples of how we can integrate the American way of thinking with the British way of life, we would like to meet you – in London or in the States. May we start by sending you a booklet about ourselves?

LPE

Advertising & Marketing

The London Press Exchange Limited

110 St. Martin's Lane, London WC2, England

Johnson Joins Aubrey, Finlay

Robert M. Johnson, former assistant advertising manager of Celotex Corp., has joined Aubrey, Finlay, Marley & Hodgson, Chicago, as an account executive.

sales presentations

murryhill 3-8215

rapid art service, inc.

art studio • typesetting and letterpress • displays
silk screen printing • box easels and binders • exhibits
304 E. 45TH STREET, NEW YORK 17, N.Y.

Samuel Slover, 86, Publisher of Norfolk Newspapers, Dies

NORFOLK, VA., Dec. 1—Samuel L. Slover, 86, board chairman of Norfolk-Portsmouth Newspapers Inc., died at his home here Nov. 29. The corporation which he headed published the *Norfolk Virginian-Pilot* and the *Norfolk Ledger-Dispatch & Star*.

Born in Anderson County, Tenn., Mr. Slover's first experience in the newspaper business was as manager of the *Knoxville Journal* in 1895. In 1904 he moved to Virginia and became publisher of the *Newport Times-Herald*, a position he held until 1909. From 1905 to 1906 he also was publisher of the *Norfolk Public Ledger*, which he consolidated with the *Norfolk Dispatch* as the *Ledger-Dispatch*. When that newspaper and the *Norfolk Virginian-Pilot* later were consolidated under Norfolk Newspapers Inc., Mr. Slover became board chairman. The corporation also owns WTAR, Norfolk radio station.

JAMES A. BEATTY

NEW YORK, Dec. 1—James A. Beatty, 63, retired national advertising manager of the *New York Mirror*, died Nov. 27 at his home of a heart attack.

Mr. Beatty was graduated from St. John's University, Brooklyn, and joined the advertising staff of the *Mirror* in 1928. He became national advertising manager in 1932 and retired three years ago.

He was a past grand knight of the Long Island Council, Knights of Columbus, a member of the Cardinal's Committee for the Laity and past president of the Rear Guard, an advertising men's group.

JOEL F. BOWERS

STAMFORD, CONN., Dec. 1—Joel Foster Bowers, 63, exec vp and publisher of the *New York Law Journal*, died at Stamford Hospital after a long illness.

Born in New York, he attended Columbia University and served in the Army during World War I. At the end of the war, he joined the *New York Law Journal*, which was founded by his uncle, John M. Bowers, and became publisher and chief executive officer a few years later, after the death of his father, William C. Bowers, who had previously held the position.

LYMAN BRYSON

NEW YORK, Dec. 1—Lyman Bryson, 71, counselor on public affairs, Columbia Broadcasting System, and professor emeritus of education at Teachers College, Columbia University, died of cancer Nov. 25 at Harkness Pavilion.

Dr. Bryson retired from formal teaching in 1953, but continued active work in adult education and on the weekly program of CBS Radio's "Invitation to Learning," with which he had been associated since the program's inception in May, 1940.

In 1938, CBS organized an adult education board, and Dr. Bryson became its chairman. In 1942, he became director of education and moderator of the network's "People's Platform" forum. From 1950 until last year he was also moderator of CBS-TV's weekly program, "Lamp Unto My Feet."

HERBERT J. GERDTS

OLD WESTBURY, N. Y., Dec. 1—Herbert J. Gerdts, 51, president of H. J. Gerdts Co., New York financial advertising agency, died Nov. 17 at his home here of a heart condition.

Born in New York, Mr. Gerdts started his career with the Lincoln Savings Bank, Brooklyn, of which he became advertising and public relations director. In 1938 he started his own advertising agency to specialize in bank and financial advertising.

He was a member of the Advertising Club of New York, the New York Financial Advertisers Assn. and the American Assn. of Advertising Agencies.

LOWELL S. ARTERBURN

ATHENS, TENN., Dec. 1—Lowell S. Arterburn, 56, editor and publisher of the daily *Post-Athenian*, died of a heart attack Nov. 21.

A native of Bickness, Ind., Mr. Arterburn came to Athens in 1941 as owner and operator of the newspaper. In 1946 he established the community's first radio station, WLAR, of which he was owner at the time of his death.

WILLIAM J. TIERNEY

NEW YORK, Dec. 1—William J. Tierney, 57, vp of Albert Frank-Gunther Law, died Nov. 27 of cancer at St. Vincent's Hospital. He spent his entire career with the agency as an account executive, and was elected a vp in 1945.

Mr. Tierney was a member of the Knights of Columbus, the Cathedral Club and the Wall Street Club.

Alabama AMA Group Elects

The new Alabama chapter of the American Marketing Assn. has elected Forbes McKay, Keegan Advertising Agency, president. Other officers are Harvy Smith, Vulcan Materials Co., vp; James R. Jones, Southern Services Inc., secretary, and William L. Smith, Tennessee coal and iron division, U.S. Steel Corp., treasurer.

Browne Joins Munford

Harry Browne has joined the sales staff of James E. Munford Co., Los Angeles, publishers' representative. Mr. Browne formerly was an account executive with Ralph Yambert Organization, Los Angeles.

CONFIRMED AGAIN...
Columbus, Ohio IS "Test City, U.S.A."

When the READER'S DIGEST wanted to take a look at its own impact on a typical American city it went to Columbus, Ohio.

Why? Because Columbus has the vital elements that make a good test market . . .

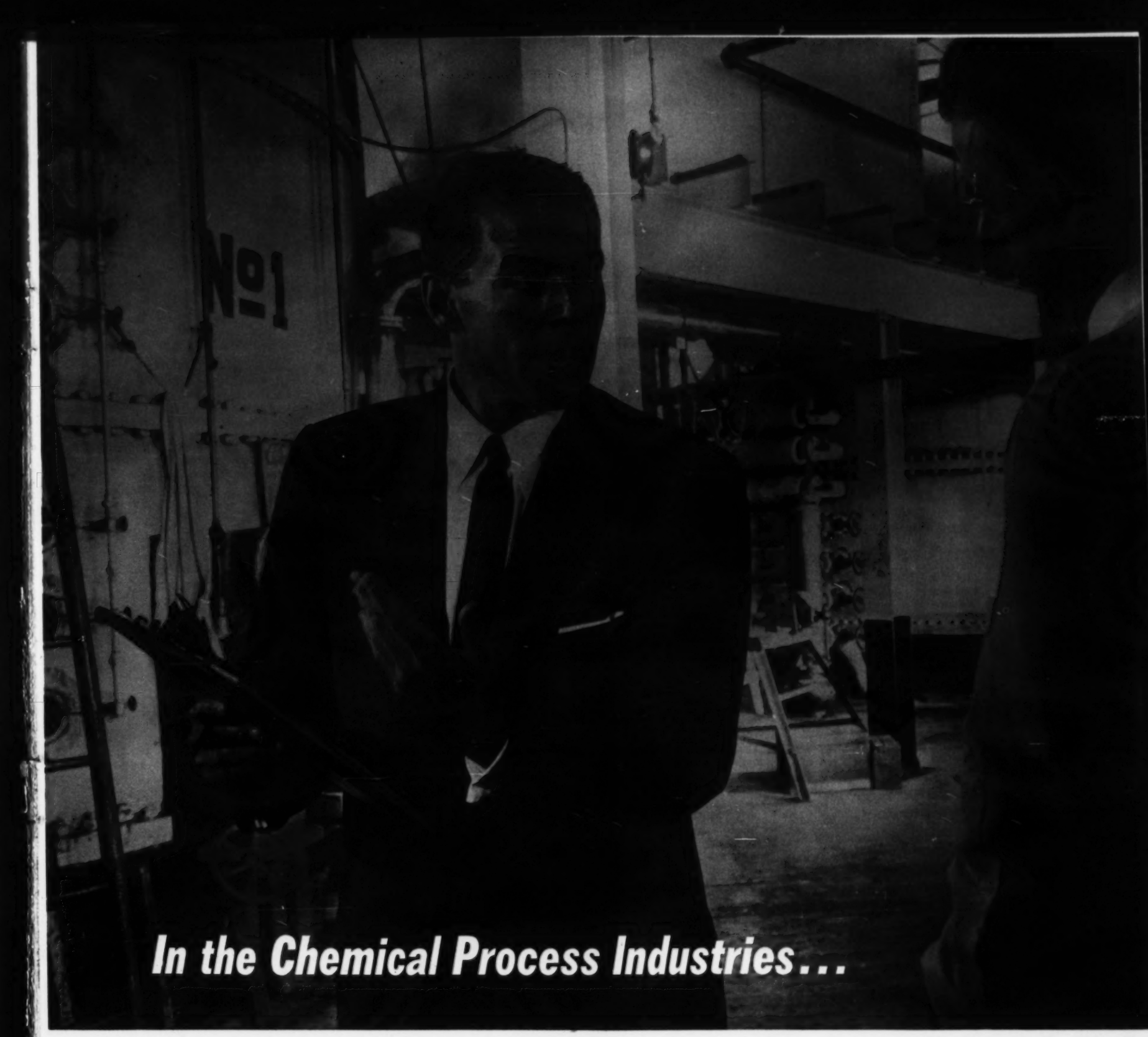
1. It's self-contained (and other major markets are distant).
2. Its population is typical (and diversified).
3. Good, co-operative media (you can really penetrate the market).
4. Business is diversified (from airplanes to uniforms).
5. Income level is close to average (but enough above the national average to make it a buying market).
6. Business activity is stable (recessions are felt less in Columbus because of its wide diversity of business).
7. Good distribution (5,280 retailers, 842 jobbers).
8. Good transportation (your goods get to Columbus fast and economically by air, rail or truck).
9. Experience counts (and Columbus media know the "ins and outs" from scores of successful test campaigns).
10. A good record as an indicator (companies like P & G, Colgate Palmolive, Lever Bros., General Foods and Armour & Co., know that they can count on Columbus to predict the national sales picture. That's why they have used The Columbus DISPATCH repeatedly).

THE BEST WAY TO REACH COLUMBUS, OHIO . . . TEST CITY, U.S.A. . . . IS THROUGH THE LOCAL MEDIUM THAT DELIVERS THE MARKET, THE COLUMBUS DISPATCH. Here is a daily circulation of 182,830 and a Sunday circulation of 243,249! Get the facts on Columbus, Ohio and on the Columbus DISPATCH today. They'll be vital in any marketing program planning . . . especially if you're "feeling it out."

Highly attractive optional combination rate with Morning CITIZEN-JOURNAL available.

THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning

Representatives:
O'Mara & Ormsbee, Inc.
(New York, Chicago, Detroit, San Francisco, Los Angeles).
McAskill, Herman & Daley, Inc.
(Miami Beach).



In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

You'll know it once you start your hard selling up where the pay-off comes big. What heads-up marketer won't grasp quickly the strategy of concentrating salespower on this hub of process purchasing influence? Who will deny that CPI-Management's profit-mindedness breeds razor-sharp awareness of the economies of more modern equipment, materials and services? Is there a CPI seller who doesn't recognize management's power in all functions . . . *from research to plant design to operations . . . from purchasing to sales to administration?*

Of course not! CPI advertisers well know the advantages of selling management. But not all know the one best place to do it is CHEMICAL WEEK. Here, and here alone, management gets the interpretive business news of the market, *both technical and non-technical.* Read, preferred and subscribed to *independently* by more management men than any other "process" publication . . . with 29 full-time editors, over 42,000 all-paid circulation and 600-plus sellers who rate it top weekly in advertising pages. It's CPI-Management's *own* magazine . . . *your* magazine to sell CPI-Management!

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

Used Car Dealer Should Build Better Image: Martineau

CHICAGO, Dec. 1—The lack of a "dealer image" in the used car field could be overcome by a dealer who abandoned the price-selection advertising formula and appealed to other buyer needs.

This advice is promulgated by Pierre Martineau, research and marketing director of the *Chicago Tribune*. His report on the motivational and marketing aspects of the used car market—believed to be the first extensive study in that area—was released today.

"Leading retailers in nearly every field realize there are many key factors in buying besides price," he said. "In the used car field, mechanical condition, appearance, interior and prestige value are certainly important.

"Besides the car, the reputation and integrity of the dealer play a key role in the buyer's mind. Yet, typical advertising touches none of these clues except price and quantity of cars on hand."

■ Some other highlights revealed by the study:

• Approval tags, guarantee stickers and other devices used by franchise dealers on their used cars give a prospect more confidence in the dealer and the car shown (unless they are used indiscriminately on all cars shown).

• Among buyers who said they obtained their buying leads from mass media, 87.9% said the lead came from a newspaper, and 12.1% said it was from television; no other medium was mentioned by the buyers.

• Many buyers reported using classified newspaper ads to determine market prices of the type of car they are seeking and the value of their present cars.

■ Income is the most important factor in singling out the used car buyers (70% of all used car buyers state a preference for a new car), but there are other reasons. Research among 500 used car buyers, Mr. Martineau said, has revealed these five groups:

1. Income group—Although they overwhelmingly state a preference for a new car, their insufficient income permits only the purchase of a used car.

2. Low-esteem type—While financially able to afford a new car, they see themselves as weak and inadequate and cannot reconcile this self-image with ownership of a new and powerful car.

3. Aggressive type—Mostly young adults, these buyers seek symbols of power, and buy a medium or high-price used car rather than a new low-price auto.

4. Conspicuous consumption group—This group also prefers a higher-price used car to a low-price new car, because of the status it gives them. They typically defend the used car purchase on the ground that they save the first year's depreciation.

5. Second car buyers—These are principally suburban dwellers who need additional transportation. They seek low cost and dependability ahead of appearance and performance.

■ Unlike the new car buyer, who most often buys another car because of styling, the used car buyer is in the market in many cases (26.5%) because of a major technical breakdown in his present car, Mr. Martineau said. Other reasons: A "good buy" (13.7%); "wanted a later model" (10.3%); needed a second car (1.7%).

The used car buyer usually has only a vague idea of the car he is looking for when he sets out, but most often he seeks a car in the price field of his present car. The car he buys typically is only a few years newer than his present car. And he normally shops several places (48% visited three or more dealers) before he buys.

Other points mentioned in the survey:

• Women are involved in only 20% of the buying decisions (and typically play a minor role).

• Franchised dealers (those selling new cars, too) have a favorable image among used car shoppers; 55% buy from them.

Nearly 30% of the used car buyers said they bought from a private individual.

The lot operator (used cars only) accounted for only 15% of the sales.

• Dealer loyalty and brand loyalty among used car buyers is low. However, among owners of Big Three cars, there is some indication of corporate loyalty: 65% of those whose previous car was a General Motors product bought another GM car; this was true of 53% of Ford product owners and 43% of Chrysler make owners. #

Waters Adds Two Accounts; Names Waters Media Head

Home Beauty Plan Inc., New York, has appointed Norman D. Waters & Associates, New York, to handle promotion for Fair Lady Beauty Treasure Chest, a set of cosmetics and fragrances to be distributed on a direct basis from coast to coast. Waters also has been named to handle advertising for Betmar Hats, effective in January. North Advertising currently handles Betmar.

L. Sanford Waters, formerly a space buyer at Waters, has been advanced to media director of the agency. Succeeding him as a space buyer is Richard D. Dreiwitz, recently discharged from the Army.

Swan & Mason Names Crandall

George Crandall, who has been active in the organization of Swan & Mason Advertising, New York, has been named a vp in charge of public relations accounts for the agency. Mr. Crandall will also serve on the plans board and will assist the president, Robert G. Swan, in new business projects. Mr. Crandall, a former long time CBS department head, was director of public relations at National Telefilm Associates before joining the agency.

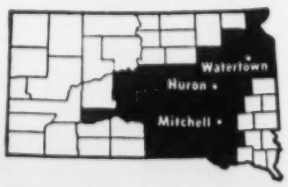
Four A's Elects Hoefer

John H. Hoefer, president of Hoefer, Dieterich & Brown, San Francisco, has been elected to the board of the American Assn. of Advertising Agencies. Recently elected chairman of the western region, he will represent the region on the board. The Four A's also has elected Guerin, Johnstone, Jeffries, Los Angeles, to membership.

Y&R Names Four VPs

Young & Rubicam, New York, has appointed Frank Harrell, manager of the copy department, a vp and copy director, and Kent Dennan, John Lamb and Edwin F. Lewis, account executives, vps.

36% of SOUTH DAKOTA'S SPENDABLE INCOME



Exclusively Covered by:

THE TRIPLE MARKET GROUP

- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

Taft Hunter Becker Riordan Fletcher Lane Fisher Nelskog Wagstaff

AT SEATTLE—*Present at the Seattle regional meeting of the National Assn. of Broadcasters were Archie Taft, KOL, Seattle; Al Hunter, KING-TV; Tom Becker, KNPT and KBCH, Newport and Ocean Lake, Ore., and KYTE, Pocatello, Ida; Frank Riordan, Mr. Becker's partner in KYTE; Henry Fletcher, KSEI, Pocatello; C. Howard Lane, KOIN-TV, Portland; C. H. Fisher, KVAL-TV, Eugene, Ore.; Wally Nelskog, KQTY-KQDE, Seattle, and Walter E. Wagstaff, KGW-TV, Portland.*

Vulcan Division to McCullough

Consumers Co. division of Vulcan Materials Co., Chicago, has appointed McCullough-Lamkin-Rancic, Chicago, to handle its advertising and public relations. Robert Luckie & Co., Birmingham, Ala., is the previous agency of record.

Durgin Joins Food Specialties

Arthur D. Durgin Jr. has joined Food Specialties, Worcester, Mass., as director of advertising and public relations. Mr. Durgin formerly was production manager of Kenneth A. Young Associates Inc., Brookline, Mass.

'Esquire' Boosts Sprinz

Paul T. Sprinz has been promoted from the sales staff to western manager and head of the Chicago sales staff of *Esquire*, a new post.

Industry PR Effort Set by New AFA Unit

NEW YORK, Dec. 1—The Advertising Federation of America has launched a three-way program to present facts about advertising to consumers, educators, students, and legislators.

The program will be presented through (1) news articles and items, (2) radio and television scripts and (3) talks to schools and colleges. The program will be carried out by the nearly 1,000 company members, 18 national advertising associations and professional groups, and 134 advertising clubs across the nation affiliated with the AFA.

Topics will include "Advertising's Economic Function In an Abundant Society"; "Advertising as a Public Information Service"; "The Social Responsibility of Advertising," and "How Schools Use Advertising."

AFA's newly formed bureau of education and research, directed by George T. Clarke, will conduct the program. #

BBDO Names Three

Sterling P. Anderson, formerly with Westinghouse Electric Co., and Peerce L. Platt, previously with U.S. Steel Corp., have joined the Pittsburgh office of Batten, Barton, Durstine & Osborn as copy supervisors. BBDO also has named John Lynch, group art director in New York, business manager of the art department in addition to his other duties.

BEWILDERED

...ABOUT WHO READS WHAT IN METALWORKING?

We'll pick up the tab if you want to check IRON AGE readership among a cross section of your customers and prospects

Having pinpointed your market in metalworking . . . having analyzed circulation and plant coverage of leading media . . . are you still in a quandary over which combination of publications will best deliver your advertising message? If so, a readership survey among your own customers and prospects may prove helpful. And The IRON AGE is so confident of its leadership that it will gladly underwrite the cost.

Leadership confirmed by independent research

Over the past 3 years, The IRON AGE has invested $150,000 in independent research to get a comprehensive, up-to-date picture of the metalworking market—where it is, how it buys, what it reads and why. The study was made by National Analysts, Inc.—an outstanding research authority—in interviews with a *probability* sample of 3339 metalworking executives in 748 plants.

From this study—the most extensive ever made of an industrial market—we now know more accurately than ever *who* metalworking's important buying influences are and *how well* The IRON AGE is covering them. That is why we are confident that if your product is used by a significant segment of metalworking, your own readership survey will confirm The IRON AGE's importance to your media schedule.

Invaluable circulation and editorial guidance

The National Analysts study provides the first truly definitive information on *who* does the buying in metalworking. It pinpoints the buying-specifying team by title and function. It measures purchase-decision roles of these metalworking executives, their informational requirements and publication readership. These data have already proved invaluable to us in directing circulation and editorial and measuring performance. We sincerely believe they can be equally valuable to you—in planning marketing, selling and advertising strategy. See your IRON AGE representative for full details.

Here is The IRON AGE readership survey offer:

1. Notify us that you plan to conduct an independent readership survey among your customers and prospects in metalworking.
2. Prepare questionnaire to measure readership—one that is fair to all publications involved.
3. Compile a mailing list of up to 2500 names of men who are important to your company.
4. Conduct mailing, tabulate returns, and send results to The IRON AGE, along with bill for printing, mailing and postage costs. Win, lose or draw, we pay.

The **IRON AGE**

A Chilton Publication

Chestnut & 56th Sts., Philadelphia 39, Pa.

Headquarters for Assistance in Marketing to Metalworking

QUANTITY

Type-C Color Prints Sell

PEACOCKS

They couldn't mail a Peacock, so they mailed a colored photo. If your product looks best in color, send a Quantity Photo color print.

8x10 COLOR PRINTS **25% OFF** (until Dec. 31st.)

QUANTITY Photos will sell for you because they are QUALITY photos.

8x10 TYPE C COLOR PRINT DISCOUNT PRICES

Number	11-50	51-100	100-up
Discount Price ea.	$1.69	$1.50	$1.31

Other Type C sizes also reduced.
Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.

Dri-Four Slates Drive

Dri-Four Co., Azusa, Cal., maker of oil and gas additives, has slated a magazine campaign to promote its public services offer of free litter bags to every motorist. The campaign will begin in January with ads in *Hot Rod, Motor Life* and *Motor Trend*. Subsequent ads will appear in *The Saturday Evening Post* and *True*. Walker Saussy Advertising, Los Angeles, handles the account.

Agency Revenue Should Be 2½ Times Salary Allocable to Account: Rubel

(Continued from Page 3)

cies, but in our experience with other service professions and businesses."

■ He listed tables of hourly rate charges for 21 work functions for six separate sizes of agencies (determined by billings).

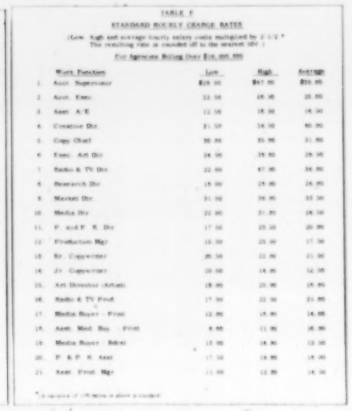
"If you can beat these rates and give good service," he advised agencies, "then you can know your operation is of more than average efficiency. Consequently, your profits can be more than average amounts.

"If you cannot meet them, then your operations are less efficient than they should be, and you have a clear warning to make some careful investigation of: (1) The efficiency of your operation and your employes; (2) the salaries of your employes; (3) your other overhead costs.

"Otherwise," he warned, "your prices have to be higher than those of your competitors if you hope to make reasonable profits."

Mr. Rubel noted that the rates given on the charts "are computed on the basis that the time of *all* employes working directly on an account will be recovered at the rates given for each work function.

■ "It doesn't matter, of course, whether hourly charges specifically are made for all of the services, or whether the value is recovered from commissions," he said. #



CHARGE RATES—*Ira Rubel's six tables of hourly charge rates for agencies range from smallest to largest agency groups (based on billings). Two representative tables here indicate how the rates generally increase in the 21 work function categories as the size of the agencies increases.*

3M Publishes New Review of Video Tape Development

"The Changing Picture in Video Tape for 1959-1960: A Review for the Television Industry (Second Edition, October, 1959)" has been published by Minnesota Mining & Mfg. Co., St. Paul, and is available at $1.50 a copy by writing to Box No. 3500, St. Paul, Minn.

The second edition, three times larger than the first, explains what tv tape is, how it has changed tv programming work, what its products are and how it has been used by various kinds of tv users.

Tappan Promotes Condos

George S. Condos, formerly director of national advertising of Tappan Co., Mansfield, O., has been promoted to merchandising manager of O'Keefe & Merritt Co., Los Angeles affiliate of Tappan. His successor in Mansfield has not yet been named.

TO SELL

100,000 Different Fleets

IT TAKES

Only TWO Fleet Books

Industry statistics substantiate that the fleet market consist of:

62,190 Fleets of 10 Units and More

172,750 Fleets of 5 to 9 Units

Both segments of the market are important and represent tremendous sales volume.

TSN covers the greatest number of fleets in the 10 unit and more category. FPN is the only publication concentrating on the 5 to 9 unit market, with coverage to be expanded.

What Fleets do their Own Maintenance?

You can't tell by the number of units whether a fleet does its own maintenance or not. Some fleets with 100 units have their work done on the outside. Some fleets with 6, 7 or 8 units do their own maintenance.

The fleets doing their own maintenance are not concentrated in the 10 unit and above market. No one knows how many fleets do their own maintenance whether it be in the 10 unit or more segment of the market, or the 5 to 9 unit. Furthermore, things change. Some who do their own maintenance quit doing it . . . those who have not done it before, start.

Sales results of advertisers in both TSN and FPN prove the great value of advertising to both segments of the fleet market. The results you get speak for themselves.

Only TSN provides a brochure of proven fleet readership results each year. Get your copy of latest TSN reader-audit.

1959 Ad Volume Up 35%

TSN leads the fleet field in 1959 ad volume gain . . . first 9 months is up 35% over like period of 1958. TSN is the selling medium in the fleet field. Hence the growing trend to TSN ad columns.

TRANSPORTATION SUPPLY NEWS is researched editorially by Eastman Editorial Organization. This is a TSN exclusive in the truck and bus fleet field.

READERSHIP Eastman RESEARCH

NEW MEDIA FACTS

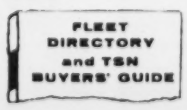
A dramatic, colorful, fast-moving 8½ x 11 brochure of current facts on the truck and bus fleet market including basic constructive media data such as: size of the fleet market; market breakdown; market trends; factors vital to sell fleet market; market coverage of fleet buyers; analysis of editorial needs of buyers; details on TSN market coverage; comparative market coverage of fleet publications; readership evidence and analysis; details on TSN editorial; data on reader response; advertising success stories; inquiry conversion ratios of specific product classifications; details on TSN low cost advertising investment; factors on how TSN advertising helps sales departments. Write for copy.

AFFILIATED PUBLICATIONS

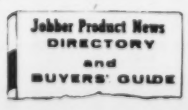
51,000 Monthly

113,000 Annually

35,000 Annually



62,000 Annually



51,000 Annually

SPC **STANLEY PUBLISHING COMPANY**

Founded 1954

431 S. Dearborn St., Chicago 5, Ill. • WAbash 2-0636

NO AD RATE INCREASE FOR 1960

REMEMBER THE PLUS VALUE YOU GET WHEN YOU BUY MEMPHIS

BIG BOOMING METROPOLITAN AREA		PLUS	VAST MID-SOUTH TRADING AREA	
Population	578,500		Population	2,607,736
No. of Families	164,530		No. of Families	702,006
Total Income	$1,046,082,000		Total Income	$2,958,216,840
Total Retail Sales	$783,280,000		Total Retail Sales	$2,074,917,280
Food Sales	$185,803,000		Food Sales	$514,043,860
Drug Sales	$23,088,000		Drug Sales	$64,066,860
Gen. Mdse. Sales	$97,648,000		Gen. Mdse. Sales	$224,794,560
Apparel Sales	$50,211,000		Apparel Sales	$126,283,640
Home Furn. Sales	$33,344,000		Home Furn. Sales	$91,712,720
Automotive Sales	$149,830,000		Automotive Sales	$404,343,260
Gas Station Sales	$54,391,000		Gas Station Sales	$184,672,100

TOTAL PAID CIRCULATION: Combined Daily 368,664; Sunday 265,556 — ABC Audit 3-31-59.

THE COMMERCIAL APPEAL

MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS

Huntington Hits Excess Reliance on Sponsor Identification

NEW YORK, Dec. 2—"Sponsor identification has become a hook upon which some of us hang, while others of us are hung," George Huntington, vp and general manager of the Television Bureau of Advertising, said here yesterday.

"The current interest in sponsor identification is a sign of where our research aim has missed its mark," Mr. Huntington told the time buying and selling seminar of the Radio & Television Executives Society. The money currently being spent in measuring the viewer's recall of sponsorship might be spent better in exploring the depth of impression the medium creates, he said.

Recall of a commercial misses the point, he explained, because a person may be able to recall everything in an ad and yet not agree with any of it.

"I'll bet you cannot recall any copy line for the shoes you are now wearing, or for the hat you own," he said. "Yet you bought them, and the copy's claim not being remembered did not prevent the sale."

■ Another shortcoming of recall, the TvB executive said, is that it usually measures only the ability to remember copy ideas, and not the commercials' mood and feeling—which are becoming increasingly important factors, now that more advertisers are employing emotional copy points.

"And if sponsor identification is so important," he asked, "what must happen to all those advertisers who have no sponsor identification at all—those sponsors of spot tv?"

But there is one form of sponsor identification which has merit, he pointed out, and that's something he called "sponsor association." As an example, Mr. Huntington pointed to the work being done by Dinah Shore for Chevrolet. "The importance of this personality selling," he said, "is that the commercial, when delivered, takes on added impact, a personal friend's service—an impact created on the spot by the association of the personality and the product."

■ Another speaker, Horace Schwerin, president of Schwerin Research Corp., agreed that sponsor identification offers one piece of information but is not the full answer. He said part of the trouble is that advertising people are lazy and are always looking for numbers to explain things.

Mr. Schwerin emphasized that commercials and programs must be coordinated. As a result of experiments conducted by his organization, he found that audiences change their opinions of products after viewing effective commercials.

Placement of commercials in a program were also found by Mr. Schwerin to be significant. "Opening and middle commercials are often in conflict with the viewer's desire to see the show," he said, "and are, therefore, not as effective as closing commercials." Teasers, giving the viewer a glimpse of the show to follow, were found to cut the effectiveness of the opening commercial in half, he concluded. #

GF's Charles Kolb Retires

Charles A. Kolb, vp-trade services of General Foods Corp., White Plains, N. Y., will become a consultant to the food industry upon his retirement March 1, 1960. General Foods Corp. has become Mr. Kolb's first client to take advantage of the "unique and valuable services he has to offer." R. C. Eldridge, Mr. Kolb's assistant since last March, will succeed Mr. Kolb as director of trade services.

GLAMOR — *Bulova Watch Co. is using a glamor theme in its counter display being used during fall and the pre-Christmas season for its Rhapsody watch.*

4A's, MPA Develop Standard Color Control Bars

To help improve color reproduction in magazine advertising, standard color control bars have been developed jointly by the American Assn. of Advertising Agencies, the Magazine Publishers Assn. and the Printing Industry of America. They have been approved by the American Photoengravers Assn. and will become standard for use by engravers, agencies, publishers and printers.

A folder describing the standard color bars may be obtained from American Assn. of Advertising Agencies, 420 Lexington Ave., New York, or from the Magazine Publishers Assn., 444 Madison Ave., New York.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Your audience... seasonally

2 to 12 times a year

Nielsen Station Index reports audience measurements for each market, season to season, from 2 to 12 times a year depending upon the size and importance of the area. Right now NSI® issues over 750 different seasonal market reports a year . . . and by next spring it will be over 800!

To be sure that audience measurements are free of distortions caused by changes in programming, special promotions, and other atypical activities, Nielsen Station Index measures tv and radio audiences over broad time spans . . . 4 or 8 weeks. NSI reports *average conditions* . . . measurements on which marketing decisions can be based with confidence.

Number of homes reached . . . by station. NSI tells you both total and Metro (or Central) Area audiences for each station for each 15-minute period during the day.

Composition of the audience. NSI breaks down tv and radio audiences to show who are listening or viewing . . . men, women, teen-agers, children.

For television. NSI reports audience data for every competitive tv market in the U.S. These 146 market areas (231 cities) account for over 97 percent of all U.S. tv viewing.

For radio. NSI reports audience data for the top 34 markets in the U.S. These account for the bulk of radio listening, thanks to radio's reach.

Send for sample NSI Report. See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

9740

1949 10th 1959

anniversary

WOC-TV Ch. 6

Davenport, Iowa—Rock Island—Moline, Illinois

The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

McIntyre Harris Lyons Finch Soutter Hinton Hennings Hester Henderson

AD LESSON—*When district managers for the consumer products division of Texize Chemicals Inc. met at the company's headquarters in Greenville, S. C., one phase of the program involved an explanation of advertising at the company's agency, Henderson Advertising Agency. Peter M. Soutter, account executive, conducted the session, with the aid of James M. Henderson, president, and Howard K. McIntyre, vp, of the agency. District managers of Texize are Ray Harris, Omaha; John R. Lyons, Oklahoma City; W. Stan Finch, Texize sales training director; I. R. (Ted) Hinton, New Orleans; J. C. (Jack) Hennings, West Columbia, S. C., and Bob Hester, Montgomery, Ala.*

Liquor Laws Summarized

The Distilled Spirits Institute, Washington, has published its 15th edition of "Summary of State Laws & Regulations Relating to Distilled Spirits." The summary is divided into three parts: "Monopoly States," containing data on states in which liquor is sold through state-owned stores; "License States," which contains information on states which license private retailers; and "Miscellaneous Tables."

Field Buys Paper Mill

Field Enterprises, Chicago, will purchase Manistique Pulp & Paper Co., Manistique, Mich., from Trenton Times Newspapers and the James Kerney Foundation. The company has an annual output of approximately 30,000 tons of paper, of which 10,000 tons has been supplied to the *Chicago Sun-Times*, owned by Field Enterprises. Field also owns the *Chicago Daily News* and "World Book Encyclopedia."

Soma Agency Moves Offices

Soma Advertising, Portland, Ore., has moved into new quarters at 1311 N.W. 21st Ave. The agency also has opened a branch office in Chicago at 737 N. Michigan Ave.

Bayuk Promotes Des Reis

John F. Des Reis, general sales manager of Bayuk Cigars, Philadelphia, has been elected vp-marketing, a new post.

Most Spending to Be 'Discretionary' by '70, 'Life' Says

NEW YORK, Dec. 1—*Life* today painted a bright and bountiful picture of the 1960s, forecasting:

A doubling of families with higher incomes.

A 50% expansion of the over-all consumer market by 1970.

A general boom in population, with accompanying increases in births, marriages, job levels and specific purchasing groups, particularly among teen age and aged consumers.

■ In a presentation to the New York Sales Executives Club, *Life's* optimism over the marketing potential of the '60s seemed unbounded.

Some predictions:

By 1970, families earning $7,500 or more—the upper income brackets—will constitute a "true mass market," some 25,000,000 families, or two out of every five in the U.S.

By 1970, three out of every four families will earn more than $4,000 a year after taxes, and the bulk of U.S. spending will be "discretionary."

By 1970, the consumer market will expand from $290,000,000 today to $435,000,000, with increases in virtually all categories of consumer spending. #

Hearst Files Libel Suit Against ANG 'Guild Reporter'

Hearst Consolidated Publications has filed a libel suit in U.S. district court in Washington for $6,000,000 against the American Newspaper Guild, and editors of the *Guild Reporter*. The suit is the second filed by Hearst as a result of news stories in the *Guild Reporter* involving reports that Hearst and Scripps-Howard intend to merge their New York dailies.

Earlier an action for $3,100,000 was filed in the U.S. district court for the southern district of New York. The Guild has moved for dismissal of the earlier suit on the ground that the court in New York does not have jurisdiction.

Bassick Promotes Hummel

Francis E. Hummel, sales promotion manager of Bassick Co., Bridgeport, Conn., a division of Stewart-Warner Corp., Chicago, has been named manager of distributor sales and marketing. He will continue to be responsible for the company's promotional programs.

ORLANDO MOVES IN FAST COMPANY

GATEWAY TO THE MOON!

Media Records Reports First Ten Newspapers in Total Advertising Linage Gains

(First Nine Months 1959 vs. First Nine Months 1958)

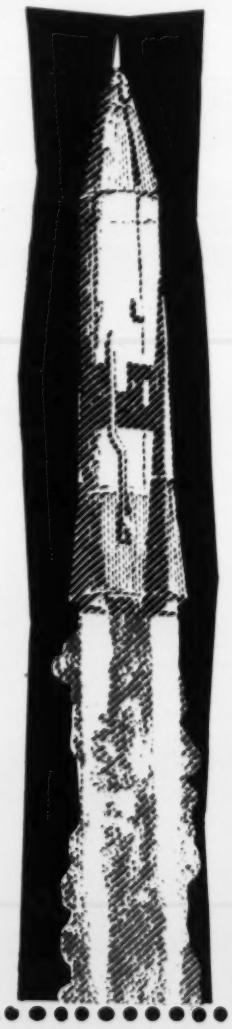
	GAIN		
1—Los Angeles Times	10,117,003	6—Cincinnati Post & Times Star	4,495,431
2—New York Times	5,713,438	7—ORLANDO SENTINEL	4,061,486
3—*Grand Rapids Press	5,165,420	8—St. Louis Post-Dispatch	3,935,576
4—Chicago Tribune	4,608,798	9—San Francisco Examiner	3,681,606
5—Washington Post	4,512,597	10—**Sacramento Bee	3,673,160

*Started a Sunday publication April 5, 1959
**Started a Sunday publication February 1, 1959

Orlando Sentinel-Star dominates Miami, Jacksonville, Tampa papers in our compact five-county Central Florida market of 417,000 population by better than 6-1. New Orlando Standard Metropolitan Area of 275,400 ranks 88th in U.S.A. . . . and 69th in retail sales!

Orlando Sentinel-Star

Ask Branham



STRAIGHT-LINE ADVERTISING in The OHIO FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and THE OHIO FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because THE OHIO FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1. Local pictures
2. Local testimonials
3. Local prices and terms
4. Local dealer listings
5. Local coupon returns

No waiting for harvest time in Ohio. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Ohio is "top third" in farm income . . . ranks seventh in dairying; eighth in apples, wheat and corn; ninth in livestock and oats; tenth in poultry and pears.

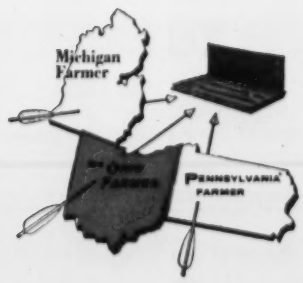
Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

The OHIO FARMER

1010 Rockwell Ave., Cleveland 14, Ohio

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in PENNSYLVANIA FARMER and MICHIGAN FARMER.*

'Catholic Digest' Adds Reps

Catholic Digest has appointed ad representatives for the Midwest and Pacific Coast. Midwest representative is Raymond J. Ryan & Co., 35 East Wacker Drive, Chicago. John R. Kimball & Co., 420 Market St., San Francisco, will represent the magazine on the West Coast.

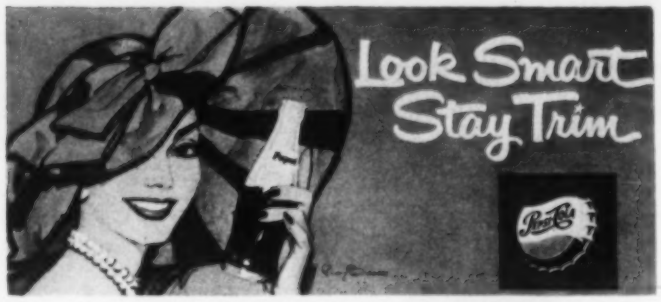
St. Anthony MESSENGER

Top this source of big business. Advertise every month.

FEBRUARY ISSUE CLOSES Dec. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE



STARCH POSTERS—*Coca-Cola took top place in the Starch National Outdoor Rating for the four weeks ending Oct. 7, 1959, with the two posters showing both the regular and king-size bottles in the snow. They had a copy performance index of 63. Second place went to Pepsi-Cola (50) and Burgermeister beer (50). Wrigley's gum also had an index of 50. The other top posters were Northern tissue (white mittens) with 49; Sealtest ice cream, 48; Richfield of New York, 47; Nesbitt's (actresses), 45; Falstaff beer, 44; Northern tissue (kitten), 44, and Zee tissue, 44.*

Scott Joins West Agency

Stephen C. Scott, for the past seven years ad manager, pr director and assistant to the president of Hydro-Aire Co., Burbank, Cal., has joined West Associates, Los Angeles, as account executive to work on several electronic accounts. West specializes in advertising counseling to electronics, industrial and architectural building material companies.

NEW SALES TOOL in TULSA —one of TOP 50 Markets in the U. S.!

expanded enlarged MAGAZINE!

EVERY SUNDAY . . . . . .

Tie Your SELLING to these Proven FEATURES . . .

The one and only Magazine Section that covers the BILLION DOLLAR Magic Empire! ● Pullout Radio-TV schedules for the entire week ● Local and Regional News ● Book Page ● Garden Page ● Historical Oklahoma Features ● Do it yourself ● Travel and Vacation ● Music and Art ● Short, short story. ● Garden Paths. Ties YOUR sales promotion to these well-read, believed-in features. Week long sales pull . . .

for MORE Business . . . USE . . .

TULSA WORLD
TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

The Oil Capital Newspapers

Represented Nationally by The BRANHAM Co. Office in Principal U. S. Cities

AMOCO

Burry's COOKIES

RCA VICTOR RADIO CORPORATION OF AMERICA

Bon Voyage! French Line

MRS. SMITH'S

UNOX HAM

Acme SUPER MARKETS

If you've seen these in R.O.P. color, you've seen the quality-results of

PROGRESS R.O.P. Color Mats

These, and other leading advertisers, are getting superior shrinkage-resistance and superior register-preservation with Progress R.O.P. Color Mats . . . and at a cost far below the cost of most other R.O.P. mats, regardless of quality. Phone or write us now for more information.

PROGRESS PLATE MAKING COMPANY
913-23 Filbert Street, Philadelphia 7, Pa. WAlnut 2-0447

The PROGRESS • HANSON • PROGRESSIVE *Group*
One of America's Most Complete Graphic Arts Organizations

PROGRESS Plate Making Company, 923 Filbert Street, Phila. 7, WAlnut 2-0447
HANSON Electrotype Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-5567
PROGRESSIVE Composition Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-2711

NEW YORK: MU Hill 2-1723 • NEWARK: MA 3-5334 • WASHINGTON: EX 3-7444
LANCASTER: EX 4-1675 • WILMINGTON: OL 5-6047 • BALTIMORE: SA 7-5302 • RICHMOND: MI 4-2771

Agencies Timid in Own Promotion, DMAA Is Told

(*Continued from Page 3*)

VERTISING AGE columnist, said agencies spend a low percentage of money in self promotion in proportion to their total dollar volume.

"They do a poorer job in self-promotion than any other business," he said. "Not 1% have anything resembling a continuous program."

■ "All such agency promotions are based on a simple premise, a gift of ideas," he said. "None says how smart it is, but gives an impression of smartness and ability by showing what it's done instead of saying this is what we do.

"Most direct mail is keyed to the moronic level," he said. "The world of marketing, including advertising, still tends toward the 12-year-old level. This is especially silly today. Consumer contests, premiums, special deals, and much advertising, especially automotive, is keyed down to the moronic level."

Business men and the public want "intelligently provocative approaches," he said. "This requires courage on the part of the agency. But agencies are timid."

■ On a similar theme, Thomas B. Adams, president of Campbell-Ewald Co., Detroit, told the workshop that agencies engaged in direct mail for clients must be more creative, more communicative and less specialized.

"We run the risk as agencies," said Mr. Adams, "of becoming so enamored of our abilities to pinpoint people in jobs that we will perhaps fail to capitalize creatively on those abilities. We run the risk, as agencies, of addressing ourselves so much to the addressing of mail that we will fail to do justice on drawing boards and in typewriters to the marketing plans and the mailing lists available to us.

"And as agencies, we run the risk of taking it for granted that getting into the right mailbox is a guarantee of getting into the man behind the mailbox, when we know through our long experience in print advertising that just isn't so."

■ Mr. Adams said that a big problem hampering creativity in direct mail is the creative rivalry among copywriters, art directors and list men. Direct mail can flop, he added, if the specialists who shaped it "failed to think creatively in terms of the other specialists.

"The kind of creativity that direct mail needs most is the kind of creativity that transcends specialization; that can steep itself in a marketing plan; make use of a mailing list; make use of the new excitement in pop-ups, papers and perfumes, and finally say something to somebody—and do all these things at once."

Mr. Adams said that if direct mail is to be more creative, agencies must change their attitude toward the medium and not treat it as a "stepchild, forced to scramble for the leftover talent and leftover budgets." He said the temptation of many agencies is to put top creative talent in print and broadcast, "where the billings are the biggest."

Ross Morgan, also of Campbell-Ewald, told the workshop of the creative opportunities in direct mail. "If ever there was a medium that offers an agency new ways of doing things, that does not restrict creative thought in terms of approach, size, number of colors, research and markets—direct mail is that medium." #

Alcoa Booklet Emphasizes Value of Moscow Exhibit

Aluminum Co. of America, Pittsburgh, has published a 40-page booklet of photos of Russians, mostly children, examining and playing with abstract designs in aluminum at the U. S. National Exhibition at Sokolniki Park, Moscow.

The book is being offered to business executives and designers as a thought piece on the universality of good design. The booklet's direct message, carried out in brief copy in both English and transliterated Russian, emphasizes that "kids are kids wherever they happen to live."

Bushnell Resigns from CBC; Opens Consultant Company

Ernest L. Bushnell has resigned as vp and a director of the Canadian Broadcasting Corp. and will establish Bushnell Broadcasting Associates, a consultant company in Ottawa. The government announced it accepted the resignation with "real regret."

Earlier this year Mr. Bushnell was made acting president of the CBC, when President A. J. Ouimet was stricken with a heart attack. He remained acting president for about six months and then was forced by extreme fatigue to take a leave of absence.

Lessin Named Marketing Exec

Arlen R. Lessin has joined the Chicago office of Sales Communications, merchandising and sales promotion affiliate of McCann-Erickson, as a senior marketing executive. Mr. Lessin was formerly administrator and director of promotion of the Great Books division of Encyclopaedia Britannica.

John Ford Heads ANA Unit

John K. Ford, manager, films and tv newsreel section, General Motors Corp., has been appointed chairman of the audio-visual committee of the Assn. of National Advertisers.

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

BRIEFED

400 Madison Ave. (Dept. A), N. Y. 17

TOP * ACCEPTANCE

MORE * LISTENERS than all other stations combined

LOWEST COST * per thousand

TALL BUY/LOWEST COST per thousand . . . less than half of the average of all other Twin Cities stations. More listeners than all other Minneapolis-St. Paul stations combined! Use thirty-five years of top acceptance to reach 1,022,610 radio families in 114 basic area counties. Top buy for top results.

WCCO RADIO

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000 Watt 1-A Clear Channel Station.
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Jan.-Aug., 1959 Station Total, 6 AM-Midnight, 7 day week.

Schlitz to Hike Its Ad Investment by 25% in 1960

(Continued from Page 3)

spending was $1,482,865, according to PIB; the year total for '58 was $860,375. In network tv, Schlitz's 6-month total in '59 is $836,446, according to TvB; the year total for '58 was $2,724,378. Spot tv for the first half of '59 is $890,500; the '58 year total was $2,030,160, including $257,000 spent by distributors.

(If the company's '59 total turns out to approximate its '58 figure, a 25% increase would bring Schlitz to a '60 level in excess of $16,500,000.)

■ In 1960, Schlitz will use magazines and network tv for national coverage, backing it up with outdoor and radio and television at the local level.

The complete ad program was unveiled today before the Schlitz sales organization by Schlitz executives and representatives of its agency, J. Walter Thompson Co. The company will not make sales figures available, but there was ample evidence of general approval of the theme, "Know the real joy of good living—move up to quality—move up to Schlitz."

The reasons for this were most thoroughly explained in the discussion of radio advertising plans. Mr. McMahon said the "Good living" idea was considered so good that heavy use of the slogan and music was made in more than 200 markets to "preempt" the theme for Schlitz. This goal was achieved, he said. He reported that a special non-commercial album and record was in effect a song "hit" in itself, and got strong play on more than 200 stations. One station alone (WGN, Chicago), played the record 39 times in six weeks, he said.

■ There was no "payola" involved, Mr. McMahon commented, observing that cooperation was best from stations with Schlitz schedules.

Rhapsodizing about the slogan and music, he said it is "light, gay, happy, and easy to remember." As a result, he said, the theme is now considered "an extremely valuable property."

As in 1959, the slogan and melody will be recorded by a number of celebrities. They include Mel Torme, Billy Eckstine, Peggy Lee, Margaret Whiting and Ferlin Husky. New talent added this year includes Jonah Jones, Ella Fitzgerald, Tony Martin, Pat Suzuki, Frankie Laine and Peggy King. The use of these additional singers is to obtain new and different audiences for the selling message, Mr. McMahon said.

Mr. McMahon said that in 1959, the basic handling of the music was kept consistently the same to establish identity; but now, it is felt, the musical theme is so well known as to be a "standard." This permits, he said, many variations in arrangements and styling to make possible fresh new treatment.

■ The celebrity radio spots will be supplemented by a variety of special spots for specific market conditions. In this category are spots for hot weather, product in use (barbecues, picnics, etc.), pushes for package sales, and local spots with a 20-second introduction from the celebrity spots, followed by 40 seconds of local copy.

The radio campaign will be heaviest during peak radio listening periods in warm weather, when beer consumption is greatest.

A magazine campaign calling for 85 insertions of a page or more in 11 magazines was described as "a spectacular departure in brewery magazine advertising." On the list are *Argosy, Ebony, Life, Look, The Saturday Evening Post, Sports Illustrated, True* and four fraternal magazines.

The "good living" theme will be highlighted with dominant editorial-style "natural" photographs designed to put Schlitz in the picture in "normal, believable, everyday pleasure situations." The copy is brief.

The magazine campaign will run prior to and during the summer months.

■ Without being specific, Mr. McMahon said the use of outdoor and painted bulletins will be four times greater than in 1959, with a new poster going up every month, March through September. Copy will be the same: "Know the real joy of good living," but the illustration will be changed and taken from magazine ad photos.

■ Television will get the biggest share of the Schlitz budget. Sponsorship of "Markham" on 142 CBS-TV stations will be continued. To this will be added a new program, "Sunday Sports Spectacular," to be telecast Jan. 3 through April 10, from 3 to 4:30 p.m. EST.

The series will cover a different sports event each Sunday, with Bud Palmer as announcer. Some of the highlights will be a full length basketball game played by the Harlem Globetrotters; the first network presentations of international polo and sports car races; shows featuring golf pro Ben Hogan and Jack Kramer and his pro tennis troupe, and the Dartmouth winter carnival.

Additional tv schedules will include spots, local programs and syndicated show sponsorship in specific markets, as required by competitive situations, Mr. McMahon said. Spots will feature everyday fun, as in magazine advertising, with the slogan and theme used for background.

■ In a special effort to counteract the general belief that "all beers are the same," a new symbol character, "Mr. Hopkiss," has been developed. The objective is to emphasize the venerable Schlitz "Kiss of the hops" slogan, which is felt to be its "most valuable product claim."

As in radio, special spots will be used for specific promotions. #

IN TRAINING—*This is a general view of the current class of trainees being conducted by Ketchum, MacLeod & Grove, Pittsburgh. Class members have voluntarily determined to concentrate on advertising in radio-tv. Foster Grosh, personnel director for KM&G, acts as adviser, trying to guide but not "teach." The class "trains itself" with nearly complete freedom to make decisions on a group basis.*

Reach, McClinton Names Three; Elects Pershall to Board

Howard Englander, formerly an account executive with Shaller-Rubin Co., and Tom Richardson, formerly with *Parents' Magazine*, have joined Reach, McClinton & Co., New York, as account executive and copywriter, respectively, on the Isodine Pharmacal Corp. account, a division of International Latex Corp. Herman Raucher, formerly a copy supervisor of the agency, has been named associate copy director.

J. R. Pershall, president of Reach, McClinton & Pershall, Chicago, has been elected to the board of Reach, McClinton & Co., the parent company.

N. Y. Art Directors Set Dec. 31 Deadline

The Art Directors Club of New York has set Dec. 31 as the closing date for entries to its 39th annual national exhibition of advertising and editorial art and design. To qualify, material must have been published or televised between Jan. 15, 1959, and Jan. 1, 1960.

Osborn Charles Buys Astarita

Osborn Charles Associates, New York, consultant in advertising art and packaging design, has purchased the packaging design studio of Astarita Associates, New York. Jack R. Osborn will continue as president and Irene Charles will continue as vp and executive art director in the new setup.

W&R Gets New Revlon Product

Revlon Inc., New York, has appointed Warwick & Legler, New York, to handle a new product in the women's grooming field. In a "new and growing" product area, the product is one not now included in the Revlon line.

Winters Joins Minute Maid

Sy Neal Winters, formerly with Ceragraphics Inc., Newark, has joined Minute Maid Corp., Orlando, Fla., as assistant director of advertising, a new spot.

All-Year Club's '60 Drive Aims to Offset Travel Lure of Foreign Lands

(Continued from Page 3)

National Geographic, Reader's Digest and *Redbook*. Schedules run from two insertions in *Reader's Digest* to four in *Holiday*. The All-Year Club uses magazines of general circulation for blanket coverage of the country.

Newspapers are used as "closers" and to pinpoint areas from which the majority of Southern California visitors come. A total of 44 newspapers with travel sections will carry schedules ranging from four insertions to 20. Most of the newspapers are in the Midwest, with some in the East, the Pacific Northwest, and in Toronto and Vancouver. A summer campaign runs in the "heat belt" of Texas and Oklahoma.

■ The variation in number of insertions reflects the All-Year Club's emphasis upon coupon returns in setting up ad schedules. Newspapers on the schedule for the first time are considered as being tested and get four ads. Based on coupon returns from a newspaper, it can move up successively to a "C," "B," "A" or "AA" schedule. The latter currently gets 20 insertions over the newspaper campaign period September through June.

For further concentration in its most productive markets, three-fifths page four-color roto ads will run in Sunday supplements of ten midwest newspapers.

A special campaign suggesting a combined business-pleasure trip to business executives will run early in 1960 in *Business Week, Dun's Review, Forbes* and the *Wall Street Journal*.

■ The advertising will be supported by an extensive publicity campaign, special "Spectacular '60" displays in ticket offices, travel agencies and automobile clubs in the U.S., Canada and other countries, with thousands of the special brochures going to the same places. In Southern California, special mail stickers are being distributed for use on out-of-state correspondence.

Advertising campaigns of the All-Year Club are passed on by a volunteer advertising committee composed of Paul S. Armstrong, former general manager of Sunkist Growers, chairman; Paul Willis, vp of advertising, Carnation Co., vice-chairman; Leslie G. Bruce Jr., director of advertising, Purex Co.; Whitney Drayton, vp, Hunt Foods and Industries; Don E. Gilman, assistant to the president, Kelco Co.; R. G. Kenyon, former vp, Southern California Edison Co., and Frank Rice, general superintendent, Bullock's, Pasadena.

Foote, Cone & Belding, and its predecessor, Lord & Thomas, have handled the campaigns during the 38 years of their existence. #

NTA Program Sales Boosts Garrison to VP

Teleradio Asociados, Mexico City, the company headed by Leon H. Cagan, has been appointed sales representative in Mexico, Central America and Panama for National Telefilm Associates. Prior to forming his own company, Mr. Cagan was director of Latin American operations for NBC and coordinator of foreign operations for ABC-TV Films. NTA Program Sales has promoted Jack Garrison from an account executive to the new post of vp for the midwestern division, with headquarters in St. Louis.

Agnes Weld Named Publisher

Mrs. Agnes Vance Weld has been elected editor and publisher of the *Herald*, New Britain, Conn., succeeding her brother, Robert C. Vance, who died Nov. 4. Mrs. Weld, who has been associate publisher since 1951, also assumes the position of chairman of the board of directors. Herbert M. Peterson, general manager, has been elected exec vp and treasurer.

Esso Boosts Alex Diffey

Alex A. Diffey, formerly operations manager, marketing department, Esso Standard Oil Co., New York, has been appointed assistant general manager of marketing. He succeeds George W. Butler, who has been named deputy coordinator of worldwide marketing activities of Standard Oil Co. (N. J.), Esso's parent company.

Nielsen Network TV

Two Weeks Ending Nov. 8, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	20,292
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,845
3	Jack Benny Special (Benrus Watch, Greyhound, CBS)	16,376
4	Perry Mason Show (Several sponsors, CBS)	15,219
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,952
6	Rawhide (Several sponsors, CBS)	14,552
7	Perry Como-Music Hall (Kraft Foods, NBC)	14,552
8	Another Evening with Fred Astaire (Chrysler, NBC)	14,552
9	Special Tonight (General Mills, General Time, CBS)	14,507
10	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	14,507

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	46.2
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.8
3	Jack Benny Special (Benrus Watch, Greyhound, CBS)	37.9
4	Perry Mason Show (Several sponsors, CBS)	35.1
5	Have Gun, Will Travel, (Lever, Whitehall, CBS)	34.2
6	77 Sunset Strip (Several sponsors, ABC)	33 8
7	Rawhide (Several sponsors, CBS)	33.7
8	Perry Como-Music Hall (Kraft Foods, NBC)	33.5
9	Special Tonight (General Mills, General Time, CBS)	33.5
10	Another Evening with Fred Astaire (Chrysler, NBC)	33.4

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	16,999
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,866
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,062
4	Jack Benny Special (Benrus Watch, Greyhound, CBS)	13,306
5	Perry Mason Show (Several sponsors, CBS)	13,039
6	Father Knows Best (Lever, Scott Paper, CBS)	12,994
7	Danny Thomas Show (General Foods, CBS)	12,905
8	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	12,861
9	Price Is Right-8:30 p.m. (Lever, Speidel, NBC)	12,327
10	77 Sunset Strip (Several sponsors, ABC)	12,149

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	38.7
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.6
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	32.2
4	Jack Benny Special (Benrus Watch, Greyhound, CBS)	30.8
5	Perry Mason Show (Several sponsors, CBS)	30.1
6	Father Knows Best (Lever, Scott Paper, CBS)	29.8
7	Danny Thomas Show (General Foods, CBS)	29.5
8	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	29.5
9	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	28.8
10	77 Sunset Strip (Several sponsors, ABC)	28.7

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

SELLING IN NORTH CAROLINA CALLS FOR THE

WINSTON-SALEM JOURNAL AND SENTINEL

(MORNING) (SUNDAY) (EVENING)

BUY COLORACTION

Top Color Facilities—The Journal and Sentinel have North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week.*

Choice Market—Dynamic! Hustling! Over 100% penetration in the Winston-Salem metropolitan area and over 70% additional penetration in a growing, well-defined 11-county market with Retail Sales of $531,666,305.00!

Big Action—Buy the Journal and Sentinel—North Carolina's COLORACTION newspapers—for big action, big sales!

CIRCULATION NOW 106,559
6-months Publisher's Statement, period ending September 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.

IN FACT, you can't cover North Carolina without the Journal and Sentinel

REP. KELLY-SMITH COMPANY

.....in the public school market for 1960

only ONE MAGAZINE..

gives concentrated communication

with BUYERS

THE Nation's Schools

IT IS SIGNIFICANT that the only magazine ever published exclusively for BUYERS (administrators and administrative staff members) in the public school market has been commandingly in first place among school administrative magazines for sixteen consecutive years.

THE NATION'S SCHOOLS is WANTED by more public school administrators and its fully paid circulation among this group is now at an all-time high. Because THE NATION'S SCHOOLS is WANTED by more BUYERS it is WANTED by MORE SELLERS. In the first 11 months of 1959, THE NATION'S SCHOOLS carried more advertising pages than the second and third magazines combined—and the second magazine is to be abandoned at the end of this year and replaced by another kind of educational magazine. THE NATION'S SCHOOLS led the second magazine by 599 pages, carried 832 pages more than the third.

ELEVEN MONTH ADVERTISING PAGES, 1958 AND 1959:

	1958	1959	
THE NATION'S SCHOOLS	1189	1398	+209
The School Executive—Educational Business	1031	799	−232
School Management	329	566	+237
American School Board Journal	414	361	− 53

By every standard of comparison—economy of reaching BUYERS, *advertising effectiveness, wantedness by buyers, advertising pages, exclusive advertising pages, advertising revenue*—THE NATION'S SCHOOLS *is your first magazine in the public school market.*

in today's multi-billion college market—

college AND UNIVERSITY business

the ONLY magazine that serves BUYERS in the college market

to SELL you must tell the BUYERS

MOST OF THE PROBLEMS of formal education at the college and university level are identifiably unique and distinguishable from problems in all other sectors and echelons of education. The BUYERS in higher education are the business officials and their business staff executives—purchasing agents, superintendents of buildings and grounds, directors of housing, food service, and student centers. Only COLLEGE AND UNIVERSITY BUSINESS serves these interests with a highly concentrated, demonstrably effective editorial program.

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Ill.

PHOTO REVIEW OF THE WEEK

Mathews Johnson Boggs

AWARD WINNERS—*A special award instituted this year by the Ad Council went to J. Walter Thompson Co. for its ten consecutive years of creative services in the RIAL (Religion in American Life) campaign. Henry C. L. Johnson, JWT vp, accepted the award, with Stanley Mathews, director of public relations for RIAL, and Robert W. Boggs, ad manager of Union Carbide Plastics Co., who was given a similar citation this summer for his ten years as volunteer coordinator of the campaign. Two other citations were awarded in absentia to Robert M. Mathews, vp and director, American Express Co., and H. T. Rowe, director of information, International Business Machines Corp., for five years' service as volunteer coordinators on the U. S. savings bond and the "Stop accidents" campaigns respectively.*

Ok for MIRANDA! The calm assurance that is yours with a Miranda in hand! Turns every picture situation into a photographic windfall! Nothing matches the mastery given by "The World's Finest Single-Lens Reflex"!
miranda·c
Don't Ever Get Stranded Without a MIRANDA!
ORDER NOW!
Ok for MIRANDA! Most photographers just seem to set Miranda on a pedestal. Small wonder! Miranda does stand apart, set you apart. Possessing this most provocative single-lens reflex, is sure sign of a man going places!
miranda·c

PRODUCT IMAGE—*In launching the Japanese Miranda camera the agency, Kameny Associates, wanted a "strong, distinctive product image" made up of "sex, humor and status symbolism." The first two ads ran in the November and December Modern Photography, Popular Photography and U.S. Camera. The magazines then got uneasy about nude Miranda and future ads like the one on the right will bare less.*

Murphy McCollough Kearney Gray

TvB DIRECTORS—*New members of the Television Bureau of Advertising board of directors are John Murphy, Crosley Broadcasting Corp.; Clair McCollough, WGAL-TV, Lancaster, Pa. (first TvB board chairman); Donald Kearney, Corinthian Broadcasting Co., and Gordon Gray, WKTV, Utica, N. Y. New member absent was Richard Borel, WBNS-TV, Columbus, O.*

TOPS—*This Air-India poster beat out 350 other entries to take the "best in show" challenge cup in the 1959 international poster competition sponsored by the American Society of Travel Agents.*

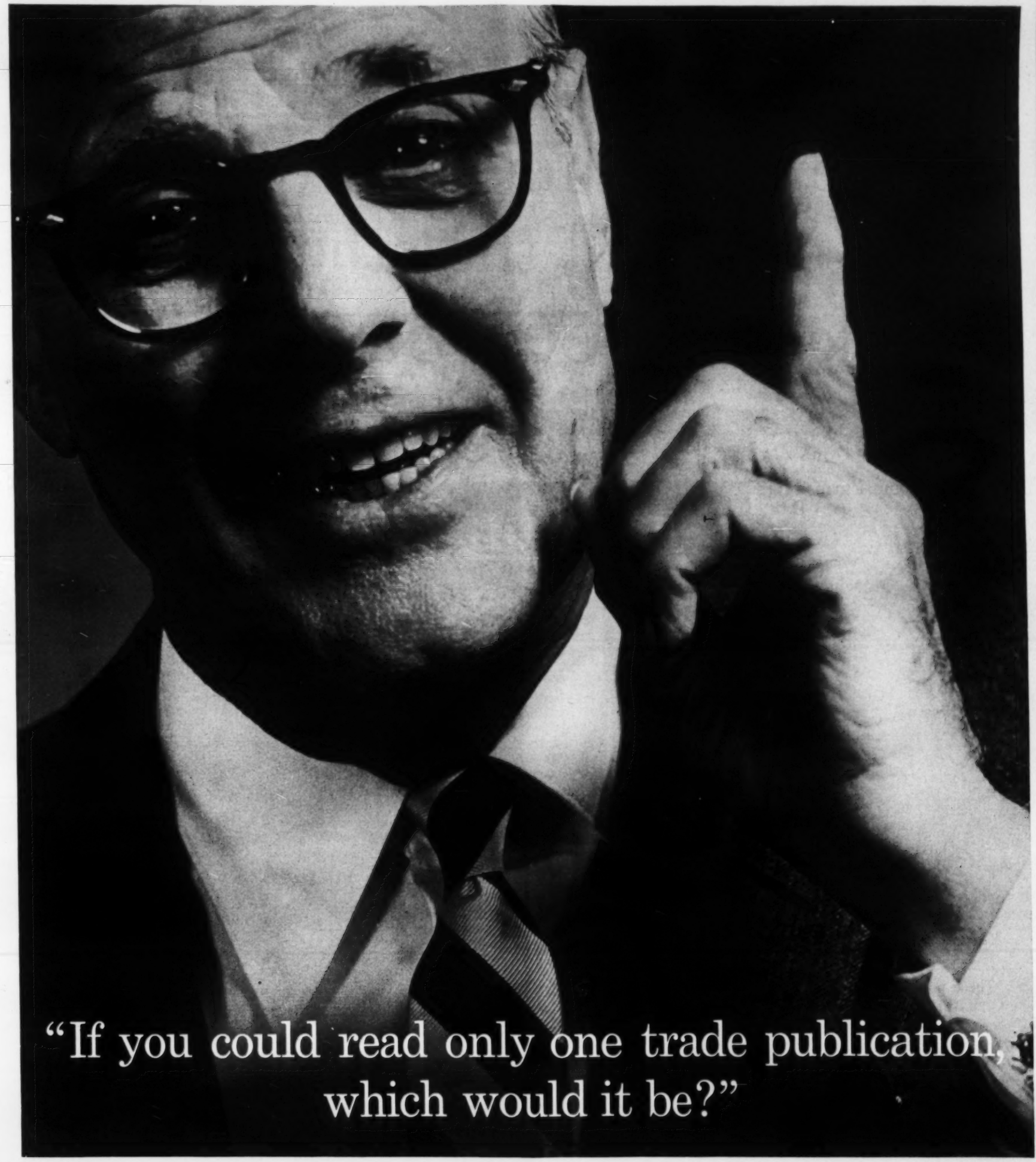
Mahoney Carver Schaen Charnas Miller Shapiro Sweeney Pierce

GATHER 'ROUND—*More than 100 agency time buyers and CBS salesmen were flown from New York to Chicago to tour facilities of WBBM-TV, the network's Chicago outlet. Al Pierce, station engineering director, explained one facet of the operation. Looking over engineer's shoulder are Gloria Mahoney and Dan Charnas, J. Walter Thompson Co.; Jack Carver, Doherty, Clifford, Steers & Shenfield; Lionel Schaen, C. J. LaRoche & Co.; Frank Sweeney, Lambert & Feasley; and Tom Miller and Marvin Shapiro, CBS.*

JINGLE BELLS—*A re-usable injection molded plastic sleigh is part of this Christmas display created for Kessler-Hunter Distillers Co. by Thomson-Leeds Co., New York.*

Barta Lawrence Young Braun Pantos Rhinehart Trude Stokes Allen Lehe

ADMEN RFD—*Ruralizing at the annual Farm Harvest Party, sponsored by farm publication representatives in Chicago, were Robert L. Barta and Bo Lawrence, Buchen Co.; Bob Young, U. S. Gypsum Co.; James B. Braun, Murine Co.; Pete Pantos, Midwest Farm Paper Unit; Dick Rhinehart, Successful Farming; A. S. Trude, Clinton E. Frank Inc.; G. W. Stokes and Paul Allen, MacFarland, Aveyard & Co., and Russell Lehe, Farm Journal Inc.*

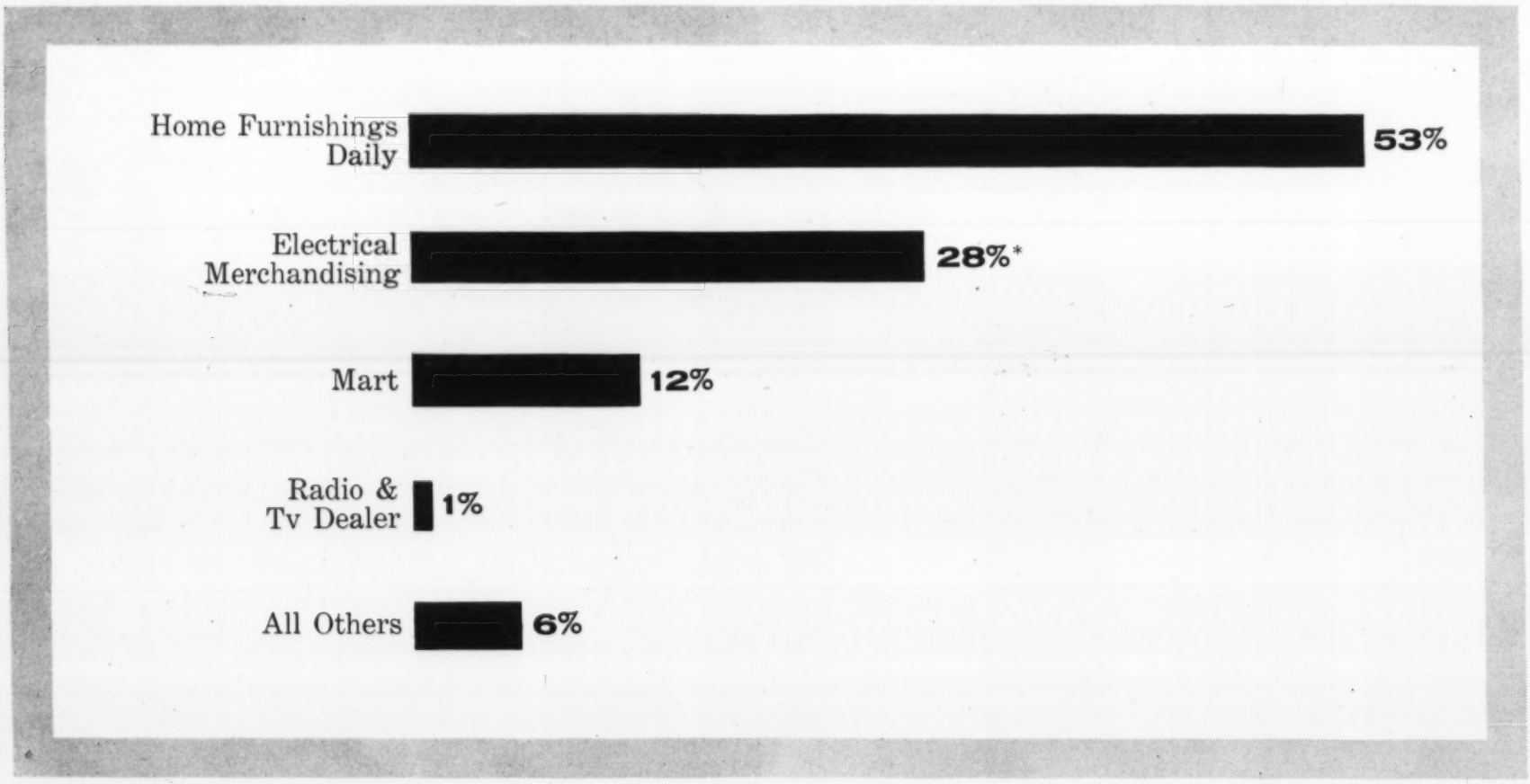


This was one of a series of probing questions, developed by a team of psychologists, and put to appliance-tv dealers early this summer. It was all part of a Motivation and Image Study conducted by the A. J. Wood Research Corp. for Home Furnishings Daily. (To insure completely unbiased answers, HFD's sponsorship of this study was not revealed to the dealers . . . or even to the individual interviewers.)

for the appliance-tv dealers' answers, turn the page...

Here's how appliance-tv dealers answered the question on the previous page:

More Dealers prefer Home Furnishings Daily than prefer all the other publications COMBINED!



*These preference ratings were recorded by the A. J. Woods Corp. this past summer, when Electrical Merchandising was being published as a monthly. Since then, E.M. has announced plans to step up its service by going weekly. As a weekly, dealers' preference for Electrical Merchandising may very well undergo a change. It may increase—or decrease. Home Furnishings Daily has no intention of predicting what that change may be.

One thing we *do* predict, however: the unique editorial qualities which make dealers overwhelmingly choose HFD their favorite business publication will *not* change.

What are those qualities? A broad and full coverage which keeps dealers posted on *all* the home furnishings lines they've become interested in—not just a few of them. And the split-second timing which enables HFD to seek out important trade events . . . and to speed reports of these events off the presses and into the mails to dealers *in as little as three hours after the events take place!* Only a daily can do it!

Home Furnishings Daily

The industry's full-coverage daily newspaper!

A FAIRCHILD PUBLICATION • 7 EAST 12TH STREET, NEW YORK 3, N. Y.

NOTE TO ADVERTISERS AND AD AGENCIES: Your HFD representative will be glad to show you additional findings revealed by the A. J. Wood study; let us give you the whole significant story.

When It Comes to Ads, Consumers' Guard Is Up, Research Center Says

(Continued from Page 3)

99 persons, to "have perceived a few basic principles" and they said, "If our approach is correct, there must be many, many more such principles."

■ One of the "basic principles" was stated as follows:

"Advertising is a symbol system existing in a world of symbols. Its reality depends upon the fact that it is a symbol. Whatever goes into an ad is symbolic—the content of an ad can never be real, it can only say something about reality, or create a relationship between itself and an individual which has an effect on the reality life of an individual.

"The people in the ads are not real—they are symbols of reality. The products are not real, they are symbols of the real products. This distinction is a vital one. The ad cannot cross the line between the world of symbols in which it exists and the world of material things in which it is intended to have an effect."

■ Following from this principle is the proposition that advertising is most effective when it successfully portrays the symbolic meaning of purchase or use of a product.

In short, the consumer is not buying the product but the symbolic meaning, much as a woman buys a hat for reasons far removed from utility.

According to the center's findings, a successful ad works by creating a tension system. Expressed in Mr. Capitman's language, "an ad is successful in inducing sales to the degree to which it creates a tension system between the consumer and the ad which can be resolved only by purchase of the specific brand of the specific product."

■ Messrs. Capitman and Fine cited many product examples to illustrate their theories:

1. Furniture advertising is a flop on the symbolic level. For the most part furniture advertising portrays room settings. Generally, they are carefully planned and decorated, with an air of perfection . . . It is so perfect that nothing in real life can approach its perfection . . .This is a symbol system which has been almost completely divorced from the relationships which exist in reality . . . These advertisements may be the subject of day dreams, but they create no tensions which need to be solved on a real level."

They told the story of one respondent who saved furniture ads from magazines but when she went out to buy she didn't even refer to the ads she had collected.

2. The current Renault ads were hailed as a "wonderful mixture of fantasy and reality." The Fiat campaign was categorized as "utterly meaningless." Ads showing the Fiat name spelled out in grass reminded one respondent of "grass spread at funerals."

3. The Campbell's name has come to symbolize to mothers "the quality of the product and the enjoyment and well-being of her children." It's not soup that is being bought but Campbell's soup.

4. "Most bread advertising fails to concern itself with the symbolic meaning of bread, usually talking of it as if it were a big vitamin pill . . . and so we find it increasingly dropping out of the American diet." Two of the success stories in this field are Arnold and Pepperidge Farms and both emphasize "the symbolic nature of the object being sold."

5. "Somehow Duncan Hines symbolizes something beyond the cake mix itself, which gives the cake a special quality . . . . Duncan Hines has a symbolic meaning which transcends the product itself."

6. Mr. Capitman read two excerpts from respondents' answers:

"I tried Praise and Zest soaps as a result of television commercials. I don't know why, really, since Ivory soap was always good enough, but I enjoy the feeling of cleanliness, and this seemed the outstanding thing about the advertisement."

"I tried Ivory Snow for sentimental, delicate lingerie."

Mr. Capitman commented: "What we observe in these quotes from our respondents is extremely interesting. The product is purchased not simply because of its bare utility, but because the symbolic significance of its use fits the symbolic message embodied in the advertisement."

■ In the discussion period that followed, several members of the audience asked some searching questions.

Thomas Virgil, marketing manager of Star-Kist Foods, wondered whether the recent success of the Duncan Hines cake mixes was not due more to the better distribution and greater weight of advertising provided by Procter & Gamble than to the symbolic meaning of the brand name. He noted that the mixes did not do as well prior to their acquisition by P&G.

Messrs. Capitman and Fine freely conceded that advertising is only one small link in the pur-

You, too, can get effective merchandising help in Muncie

MUNCIE, INDIANA . . . Proven—Over and Over . . . as a good TEST MARKET . . . the Typical American City—a good stable market with higher than average Per Capita income. The Muncie Star and Muncie Evening Press offer complete and economical coverage for your test campaign. Why don't you try Muncie?

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

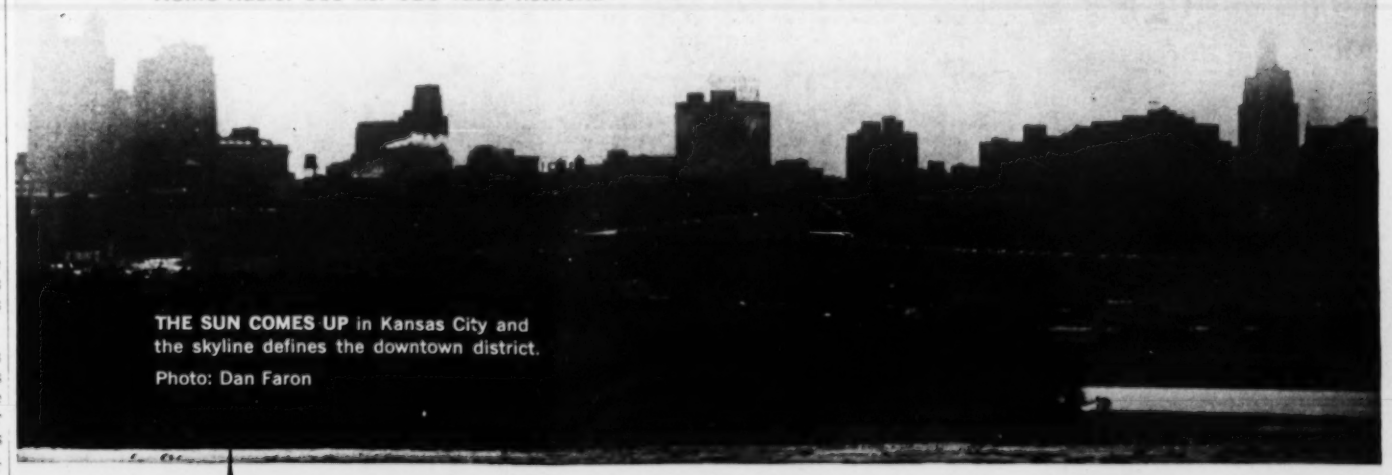
National Representatives: Kelly-Smith Company

Top of the morning in Kansas City

As sure as the sun will come up in Kansas City tomorrow, more morning radio listeners will be tuned to KCMO-Radio than to any other station.

The latest Nielsen Radio Report tells the story: Monday through Friday, 6:30 a.m. to 10 a.m., KCMO-Radio's Musical Timekeeper has Kansas City by the ears. We reach an average of 29,823 homes per quarter hour. That's 3000 more than the next station. Nearly twice as many as the third station, and almost three times the audience of the fourth station.

Naturally we say if you want to sell wide-awake Kansas City, it's a great day in the morning for you on KCMO-Radio. It's Kansas City's only 50,000-watt radio station. It's always a good morning to you on KCMO-Radio. 810 kc. CBS radio network.



THE SUN COMES UP in Kansas City and the skyline defines the downtown district.

Photo: Dan Faron

KCMO–Radio

The Tall Tower at Broadcasting House / Kansas City, Missouri

E. K. Hartenbower, Vice President and General Manager
R. W. Evans, Station Manager

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency. Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

Outdoor Life will NOT raise its announced advertising rates ($4,120 per B/W Page) before the issue of APRIL 1961 →
at the earliest.
Our top-quality circulation will continue to be competitive.
- Greatest editorial content
- Greatest ad response
- Lowest cost per thousand

BEST BUY IN THE FIELD

chase chain and they agreed that other factors must be studied. They said, however, that this does not negate the findings about the impact of the Duncan Hines brand name.

■ Frank McCord, vp and manager of the research department of Ted Bates & Co., took sharp issue with the point about bread advertising. Mr. McCord asked, "How do you explain the fact that for the past 15 years far and away the best selling bread in the country has been sold as a vitamin pill?"

Mr. Capitman asked, "What bread is that?"

Mr. McCord replied, "Wonder Bread," and he added, "I'll bet Wonder bread's sales increase last year was alone more than the combined sales of Arnold and Pepperidge." [Editor's note: Mr. McCord's agency, Ted Bates, handles Wonder bread, advertised for years under the theme, "Builds strong bodies 12 ways."]

Unable to account for this hole in his bread advertising theory, Mr. Capitman finally said good-naturedly, "You know, we could be wrong."

■ Dr. William Stevens, a researcher from Dancer-Fitzgerald-Sample, complimented the center on its study but raised an interesting point about the technique. He pointed out that all through the study Messrs. Capitman and Fine seemed to accept at face value the answers given by respondents, when it has been a cardinal rule of motivation researchers to regard such answers as rationalizations.

Messrs. Capitman and Fine quickly conceded the point. Mr. Fine even said, "The more research I do the more wary I get of rationalizations." Mr. Capitman said that even if the answers were rationalizations, they should be regarded as important. "Why should they give us these rationalizations?" he asked.

And Mr. Fine added that in one particular product field, where for years everyone thought that the reasons people gave for buying were rationalizations, it has turned out the reasons given were, in fact, "the real reasons."

■ Among the client companies represented at today's presentation were Thos. J. Lipton Inc., Kimberly-Clark Corp., E. I. du Pont de Nemours, National Broadcasting Co., Leo Burnett Co., N. W. Ayer & Son, Chesebrough-Pond's, General Foods, Brown & Williamson, Pillsbury Co., Johnson & Johnson, American Can Co., Lennen & Newell, Donahue & Coe and Maiden Form Brassiere Co.

Copies of the study are available at $50 each. #

Evans Fisher Horsley

PLAQUE FOR 50—*C. D. Fisher, chairman of Fisher Flouring Mills Co., Seattle, and a founder and director of the companies which operate KOMO and KOMO-TV, Seattle, receives a plaque at the Seattle chamber of commerce luncheon honoring him for "50 years devoted to developing the commerce and industry of the Pacific Northwest." Joining in the congratulations are William H. Horsley, chairman, and Trevor Evans, president of Pacific National Advertising Agency, which handles the Fisher Flouring account.*

15 Publishers, 124 Bookstores Join in Split-Run 'Time' Ad

NEW YORK, Dec. 1—Fifteen book publishers and 124 bookstores are splitting the costs of a Christmas ad appearing in the Dec. 7 issue of *Time*.

The cooperative ad consists of a b&w page promoting 15 books, one from each publisher, plus a facing column which lists the names and addresses of the participating stores.

In a split-run arrangement, the eastern distribution copies will list 62 booksellers, and the western copies likewise will list 62 booksellers.

The 15 publishers are footing half of the space costs; each bookseller is contributing $70 to pay the remaining half. The ad was considerably oversubscribed, the magazine reports, with 50 stores being turned down for lack of space.

■ *Time* reports that the ad is the first of its type to appear in the magazine and says it is expected "to open the way for similar ventures," where retail outlets are ordinarily precluded from advertising in a national medium.

Waterman-Getz Co. is the coordinating agency. #

Chrysler Corp. Names Three

Chrysler Corp., Detroit, has named Robert G. Smith consumer research director, Robert L. Walsh director of business research and J. William Walters director of market planning. Mr. Smith, who joined Chrysler in 1952 as a market research analyst and left in 1958 to join the Alfred Politz research agency, recently rejoined the company. Mr. Walsh, who joined the company in 1956, was formerly assistant director of business research. Mr. Walters joined Chrysler in 1954 in the statistical and business research department.

Gray, Essex Named Presidents

Piedmont Publishing Co., Winston-Salem, N. C., has named James A. Gray, publisher and general manager of the *Winston-Salem Journal* and *Sentinel*, president. Triangle Broadcasting Corp., licensee of WSJS radio-tv stations in Winston-Salem, has appointed Harold Essex, general manager of radio and television operations, president. They succeed W. K. Hoyt, who retired several months ago.

Carborundum Names Watson

Gordon O. Watson has been appointed assistant director of marketing of Carborundum Co., Niagara Falls. Mr. Watson was formerly assistant director of marketing of the company's midwestern sales district.

THE SEATTLE POST-INTELLIGENCER

DAILY CIRCULATION NOW 207,553*
SUNDAY CIRCULATION NOW 245,834

*ABC Publisher's Statement, September 30, 1959 (5-day average)

Here is a major metropolitan newspaper that grows right along with its market. The Post-Intelligencer is the fastest growing newspaper in the nation's 20th ranked market, the biggest morning newspaper in the State of Washington and the state's best market-wide buy. People who buy read The P-I!

ACCEPT NO LESS than Audit Bureau of Circulation figures for the Seattle ABC zone. These are the only authenticated circulation figures covering the new Seattle standard Metropolitan area.

A HEARST NEWSPAPER • REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

FOUR ROSES-America's most gifted whiskey

1959 POSTER—*The new quart decanter will be featured this year by Four Roses Distillers Co. in 28 markets compared with seven a year ago. In addition, the company is using three-sheet posters in subway stations in Boston, Philadelphia and New York, plus several hundred newspapers and Life, Look and The Saturday Evening Post. Young & Rubicam is the agency.*

Its Sales Up 25%, Four Roses Hikes Use of Outdoor Ads

NEW YORK, Dec. 1—Largely as a result of last year's successful, though unexpected, experience with outdoor posters, Four Roses Distillers Co., a member of the House of Seagram, is placing additional emphasis on this medium as part of its holiday advertising this year.

Four Roses posters will appear in 28 markets this year compared with seven a year ago. In addition, the company is using three-sheet posters, as it did last year, in Boston, Philadelphia and New York subway stations.

Two situations developed last year which gave Four Roses an opportunity to obtain outdoor dominance at Christmastime. A strike in the auto industry in the fall of '58 caused some automobile makers to relinquish their outdoor space, which Four Roses bought. Subsequently, the strike of newspaper delivery men in metropolitan New York made it impossible for advertisers to reach the metropolitan area population except through national magazines distributed to subscribers through the mail, and by means of subway and outdoor posters.

■ "When the Detroit strike compelled car manufacturers to cancel some choice outdoor locations, Four Roses picked them up immediately," Bradley Houghton, advertising manager, said. "Outdoor's ability to create package identification and brand name impact took on tremendous importance."

Four Roses used 868 30-sheet posters and 1,000 six-sheets in subways to get the brand story across.

"As a result," Mr. Houghton said, "we sold more decanters than ever before. Much plus business was also represented by quart sales. By Dec. 14, all Four Roses decanters had been purchased by the wholesalers, and our warehouses were cleaned out of all decanter stocks. Moreover, retail sales were far above expectations."

That's why Four Roses increased its outdoor coverage this year.

■ The outdoor medium, in Mr. Houghton's opinion, offers a number of advantages:

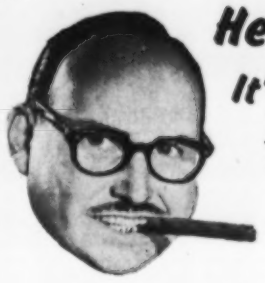
"It offers continuity of advertising impressions in a period of heavy buying. It can be both a substitute and an auxiliary support for in-store display. It emphasizes brand name and identification. It helps establish familiarity, reputation and popularity. It is a memory reinforcement. Its cost compares favorably with other media, and it has smashing impact."

■ Four Roses, incidentally, has rung up an estimated 25% sales gain this year. The company's advertising schedules in all media have been substantially increased, but greater attention is being focused on outdoor promotion.

Young & Rubicam is the agency.

Hollandale Seed to Hairston

Hollandale Seed & Delinting Co., Hollandale, Miss., has appointed Bob Hairston & Associates, Memphis, to handle its advertising. Hollandale processes and sells cotton seed.



Helluva Merchandiser! Who, Me?

It's KEL-O-LAND that gives me that pull!

There's no trick in selling one brand over another when you have the undivided attention of 246,000 families in 103 counties. Joe Floyd's KEL-O-LAND hookup gives you that massive audience (92% unduplicated coverage). All eyes are on your product when you're on KEL-O-LAND.

Just one single-station rate card (KELO-TV) buys you the entire hookup. KEL-O-LAND is 5-state coverage: South Dakota, Minnesota, Iowa, Nebraska, North Dakota.

CBS • ABC • NBC

JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • in Minneapolis by Wayne Evans & Assoc.

we're bustin'
with pride..!
Because of our amazing growth! The RIVERSIDE area is an important half of the 4th largest market in California. It's a BILLION DOLLAR market—only 60 miles from metropolitan Los Angeles, yet less than ½ of 1% of Los Angeles newspaper circulation reaches this area. Here is a rich vein to be tapped. Growing by leaps and bounds, the Riverside-San Bernardino-Ontario area is the 6th largest market on the Pacific Coast and the 27th in the country. Only the paper that grew up with Riverside completely covers this important half of California's 4th largest market.
THE RIVERSIDE PRESS AND ENTERPRISE
represented nationally by doyle & hawley

Radio-TV (Other Media, Too) Fail to Inform People Adequately: Swezey

UNIVERSITY PARK, PA., Dec. 1—"No nation can afford to have its communications facilities controlled by people who do not have the time nor the wisdom to see the absolute necessity for thoughtful planning," Robert D. Swezey, exec vp and general manager of WDSU Broadcasting Corp., New Orleans, asserted here today.

"Executives in broadcasting," he said, "have been too close to, and active in, the marketplace to do the type of detached constructive top-level thinking that could transform the business from one of catch-as-catch-can opportunism to a communications service with clearly defined principles, objectives and moral stamina."

■ Speaking before the Pennsylvania State University's Communications Forum for Broadcasters, Mr. Swezey said the absence of thoughtful planning by broadcasting—as well as other media—has deprived the public of enough of the information it needs to fully appreciate the significance of things happening at home and abroad. (Mr. Swezey has announced he will relinquish his WDSU post Jan. 1 but indicated he will remain active in the communications field [AA, Sept. 29].)

Mr. Swezey said he doubted that there is any deterioration in the mental and moral fiber of the people, but "I do believe the people are confused and that there is a real dearth of leadership, spiritual, social and political," he said.

"We in communications," he emphasized, "have a tremendous opportunity not only to inform the people but to sustain their morale. We should certainly not now be lurking timorously in the background. We have the facilities and the experience to light the way. We cannot fail to use them."

■ Speaking in the same vein, Charles A. Siepmann, chairman of New York University's department of communications in education, charged that hopes for broadcasting as a cultural stimulant have had to be shelved because "broadcasting, for reasons of its own, has tragically underestimated what, given time and opportunity, quite ordinary people are capable of responding to."

Public interest requires, he said, that broadcasting should offer wide exposure to the widest conceivable range of intellectual and emotional experience. But by supposedly "giving the public what it wants," he said, broadcasters have defaulted in their responsibility to put at our disposal the funded knowledge of mankind.

■ But, he said, "not all of the defects of broadcasting can be laid at the broadcaster's door. The Federal Communications Commission stands guilty, as guardian of the public interest, of a quarter of a century of flagrant default," Mr. Siepmann charged.

Sponsors too are guilty, he said, because they are "obsessed with quick returns on their investment and are, for the most part, too myopic to recognize their own crucial stake in the only investment worth anything to anyone—the spiritual and intellectual welfare of our people."

Teachers are also guilty, he said, because their collective silence, when protest is in order, "echoes down through the years to shame us. We [teachers] have done little to guide or influence the listening and viewing of children." #

Irwin Joins Standard Mfg.

Roger Irwin, formerly sales manager of Herbert Rose & Co., New York, point of purchase display manufacturer, has joined Standard Manufacturing Corp., Chicago, manufacturer of illuminated outdoor plastic signs and point of sale displays, as eastern divisional manager in New York.

Northwest Names Kruse

Russell E. Kruse, formerly sales promotion manager, has been appointed director of advertising of Northwest Orient Airlines, succeeding John W. Nichols, who has joined Potts-Woodbury, Kansas City.

A Marketing Team at Texas Instruments Talks to Chilton

"In our opinion the trade press, both editorially and as an advertising medium,

helps fill a

Typical of industrial pioneering into the unlimited and uncharted tomorrow is the operation of the Semiconductor-Components division of Texas Instruments Incorporated. In 1952, TI became one of the first licensees of Western Electric for the production of semiconductor devices. The next year it began commercial production of germanium transistors. Shortly thereafter came the first commercial silicon transistor and the first practical high frequency germanium transistor, making possible the all-transistor radio. Today this division is the world's largest manufacturer of transistors serving all industrial, consumer and military markets. It produces more than 250 separate types of semiconductor devices. These products are sold through sales engineers who staff offices in every major electronic center throughout the country and are backed by a fine distributor network. Highly important to the success of this sales organization is the division's marketing team. We recently talked with several members of this group—James F. Carland, Manager of Marketing; Richard J. Hanschen, Field Sales Manager; Dan Dailey, Marketing Research Manager; and Charles M. Clough, Advertising Manager. We asked these gentlemen to comment on the value and use of the trade press, each from his particular point of view.

Here are the highlights of their remarks . . .

Appeal

is built-in at Laurence

WAbash 2-6284

LAURENCE INC.

Fine Photo Engravers

547 South Clark St., Chicago 5, Ill.

Fry Merger Anticipates New Source of Marketing Help

George Fry & Associates, Chicago management consultant, has merged with John A. Patton Management Engineers, in anticipation of what both companies term a trend toward a "marriage of marketing and industrial engineering techniques."

Robert F. Dick, president of George Fry & Associates, explained, in announcing the merger: "Marketing and industrial engineering personnel no longer can function separately and at the same time efficiently in the modern corporation." He said that industrial engineers, or specialists in production efficiency, can take a more mathematical and more exact approach to such marketing problems as determining product distribution, costs and price and deciding sales territories and manpower.

Lincoln-Mercury Dealers Form N.Y. District Group

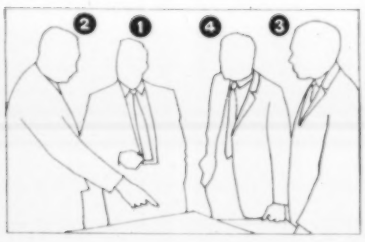
A special New York District Lincoln-Mercury Dealers Assn., composed of 151 members, has been set up to handle dealer news and community relations on a local level. It will operate within Kenyon & Eckhardt's sales development and promotion division and will service each New York district Lincoln-Mercury dealer in his own community.

Bronneck Joins Dome

Felix Bronneck, a native of Vienna, who was formerly manager of the professional division of Lehn & Fink Products Corp., has been appointed to the new post of manager of advertising and promotion of Dome Chemicals, New York, manufacturer of dermatological products. Dome was recently acquired by Miles Laboratories.

FOR THE FAMILY—*Waring Products, consolidating its Christmas budget in Sunday supplements, ran this b&w page Dec. 6 in the Metro Group. A half-page color unit ran Nov. 22 in the Metro Group and six independents. Fuller & Smith & Ross, New York, is the agency.*

vital need"



1 Mr. Carland says, "In our opinion the trade press, both editorially and as an advertising medium, helps fill a vital need within the entire industry in the exchange of information. It bridges the gap between those who make and those who use electronic devices. At times it helps us discover the need for a particular device customers need . . . and many times it helps customers discover devices they didn't know they could use to advantage. Yes, the trade press plays a major role in our coordinated sales efforts and helps sell the reliability of TI products to customers and distributors alike."

2 Mr. Hanschen says, "Trade magazines play a particularly important role in the success of our sales efforts. Many times editorial or advertising material turns up entirely new prospects or customers among those either unknown or inaccessible to our sales engineers. Our particular market is growing at a tremendous pace . . . and the need for good, accurate technical communications is of paramount importance to everyone connected with the industry, in fact indispensable."

3 Mr. Dailey says, "From the marketing research point of view, we find trade magazines extremely valuable. We subscribe to about 30 different magazines, each one of which we carefully scan to keep fully informed concerning new products, new applications, new developments, and competitive activities. We also find that much of the material available to us from various trade publications offers good starting points for our own research projects."

4 Mr. Clough says, "Trade publications are uniquely important to a manufacturer of semiconductor devices. Ours is a brand-new industry which sees major changes and developments taking place almost overnight. This, of course, imposes a major task on everyone within the industry who is determined to progress and succeed—the job of keeping abreast. And it is only natural that they should rely heavily upon the editorial and advertising pages of trustworthy publications as a primary source of information. And because readers depend so much on them, they afford us an excellent opportunity to tell the TI sales story."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground —at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

FIRST

with READERS!

MIDWEST FARM PAPER UNIT 45.3%
Farm Journal 23.6%
Successful Farming 17.7%
Capper's Farmer 4.2%
A survey of 4,736 Midwest farms, conducted by the market research division of McCann-Erickson, Inc., advertising agency.

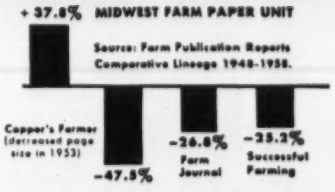
with COUNTY AGENTS!

MIDWEST FARM PAPER UNIT 45.3%
Successful Farming 18.6%
Farm Journal 16.9%
Capper's Farmer 3.2%
A survey of 385 Midwest county agents as to what farm publication is "most influential" among farmers of their respective counties.

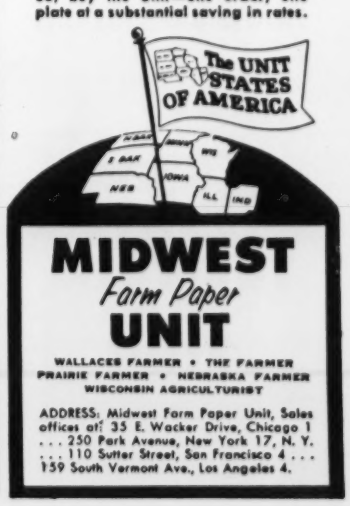
with DEALERS!

MIDWEST FARM PAPER UNIT 60.3%
Farm Journal 9.2%
Successful Farming 8.8%
Capper's Farmer 1.9%
Based on 7,726 dealer replies received by wholesalers in nine categories. Individual categories of dealer preference available on request.

with ADVERTISERS!



Only one medium in the World's Richest Farm Market can offer you this four-way proof of *local impact*. So, buy the Unit—one order, one plate at a substantial saving in rates.



MIDWEST
Farm Paper
UNIT

WALLACES FARMER • THE FARMER
PRAIRIE FARMER • NEBRASKA FARMER
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales offices at 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, N. Y. . . . 110 Sutter Street, San Francisco 4 . . . 139 South Vermont Ave., Los Angeles 4.

Only 9 TV Stars Keep Same Sponsor, Time Slot for 4 Years

NEW YORK, Dec. 1—How many network tv stars can you name who have been in the same time spot on the same network for the same sponsor for at least four years?

Begin this game by taking a quick rundown of the candidates appearing in your favorite tv program listing. You'll be surprised at how fast the field of competitors narrows.

You will have a perfect score, according to AA's industry informant, if you come up with nine names. The list, with sponsors, includes, in order of appearance: Jimmy Powers on the Gillette fights (1949); Walter Cronkite on various Prudential Insurance Co. of America shows (1953); Marvin Miller on Colgate's "The Millionaire" (1954); Ronald Reagan on the "GE Theater" (1954); Campbell Soup's "Lassie" (1954); James Arness on "Gunsmoke" for Liggett & Myers (1955); Alfred Hitchcock on "Hitchcock Presents" for Bristol-Myers (1955); Red Skelton for S. C. Johnson & Son and Pet Milk (1955), and Lawrence Welk for Dodge (1955).

■ Answers for this ad row game were authenticated by the Kalmus Co., public relations representative for Walter Cronkite, who serves as narrator on the Sunday Prudential shows on CBS-TV.

Mr. Cronkite's sponsor, it was pointed out, has shown most unusual loyalty, with Mr. Cronkite having been with Prudential for six years and having outlasted a number of program changes. He started as narrator for "You Are There," stayed when the insurance company switched to "Air Power," and is now seen on "20th Century" —all in the same time spot. #

Tombras Names Lawhon

Bill Lawhon has been appointed account executive and media director of Charles Tombras Associates, Knoxville, Tenn. Mr. Lawhon was formerly in the advertising department of Standard Knitting Mills and advertising manager of Dempster Bros.

Barrett to Retire from BBDO

Fred W. Barrett, who joined Batten, Barton, Durstine & Osborn, New York, in 1943, will retire Jan. 1 from his post as vp in charge of media. He is considering going into the media consulting field.

for the girl who is all girl... Cinderella *dresses*

FROM THE SHIRLEY TEMPLE HOLIDAY COLLECTION ... the dress that is all sweetness. An eyelet embroidered pinafore heading a fluffy red cotton. Sizes 3 to 6x, about $5.* At these smart stores: Best & Co., Fifth Avenue and branches, John Wanamaker, Philadelphia, Hecht Co., Washington, D.C., Hutzler's, Detroit; Carson, Pirie Scott, Chicago, G. Fox, Hartford, and other Rosenau Brothers, Inc., Fox Store and Robertshaw, Philadelphia, Pa.

ALL GIRL—*Rosenau Bros., maker of Cinderella dresses for girls, is using color and b&w pages with a new visual approach in Good Housekeeping, Harper's Bazaar, McCall's, Parents' Magazine, New York Times Magazine and Vogue. Mervin & Jesse Levine, New York, is the agency.*

Thomas Webb Launches Single Word Theme Contest

Philco safari portable transistor tv sets, portable stereo phonographs, brief case portable tv sets and pocket transistor radios will be given as prizes in the single word advertising theme contest, launched by Thomas J. Webb Coffee Co., Chicago. To qualify for these prizes, contestants must complete the sentence, "When you pour a cup of Thomas J. Webb Coffee, you pour a cup of pure P————."

The company is distributing sweepstakes shelf talkers with attached entry blanks to supermarkets throughout the Chicago area which carry its coffee. Entries must be postmarked no later than midnight, Dec. 12, 1959, and received no later than Dec. 15. Other promotion includes newspaper and spot radio in Chicago, Gary and Hammond. Lilienfeld & Co., Chicago, is the agency.

Schenley's Fiscal '59 Net Up

Schenley Industries Inc., New York, reported its net climbed to $18,085,454 in the fiscal year ended Aug. 31 from $14,270,919 in fiscal 1958. It was the fifth year in a row that the company has reported increased earnings. Sales for fiscal '59 were $460,038,891, compared with $458,780,617 in fiscal '58.

Retailers rate Living Tops

RETAILER NEWSPAPER TIE-IN ADVERTISING

January thru September, 1959

	LIVING for Young Homemakers	LEADERSHIP over House Beautiful	LEADERSHIP over House & Garden
Total Features	2,132	25.0%	57.3%
Total Stores	1,310	17.8%	67.1%
Total Lines	818,338	20.0%	102.2%

SOURCE: ADVERTISING CHECKING BUREAU

Because Living is the Time Of Purchase market

LIVING FOR YOUNG HOMEMAKERS • A STREET & SMITH PUBLICATION

PUNCH UP THOSE SALES WITH...

ROP COLOR IN FORT WAYNE, INDIANA

Add the selling impact of ROP color to the power of newspaper advertising and capture Fort Wayne's big 15-county Golden Zone market. Here are 610,400 people with a billion dollars to spend. Are you getting your share of their business?

Try color on your next schedule and make sure that you are. Spot (any color) and full color available daily except Sunday.

Write today for Free Market Book.

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Information for Advertisers

A new market brochure on Santa Maria, Cal., has been published by the **Santa Maria Times.** Included in the brochure is information on its agricultural area, its missile base, and its industrial development. Copies are available from Robert Magee, publisher, *Santa Maria Times,* Santa Maria, Cal.

• Sales positions of brands in 49 categories are included in the fifth annual "Grocery Products Sales Performance Survey," published by the **Temple Daily Telegram.** Copies of the survey are available from F. E. Hutchens, national advertising manager, *Temple Daily Telegram,* Temple, Tex.

• The fourth edition of the "Calumet Area Street Address Directory," listing more than 105,000 families and business in 12 communities neighboring Chicago, has been published by the **Reuben H. Donnelley Corp.** Additional information can be obtained from Donnelley's street address directory division, 407 E. 25th St., Chicago 16.

• A booklet on the chain restaurant market has been published by **Chain Store Age.** The booklet discusses what the chain restaurant field is, who its buyers are and what and how they buy and how they can be reached. Copies are available from Paul Gillespie, advertising manager, *Chain Store Age,* 2 Park Ave., New York.

• A study on the new dial alignment of WVEC-TV, Norfolk, Va., and a second study on the power of WMAZ-TV, Macon, Ga., have been published by **Avery-Knodel.** The Norfolk study features the station image built up in its service to the community, plus the promotion campaign that the station has undertaken to implant the new dial location in the minds of Virginians. The Macon study highlights the growth of middle Georgia, showing its acceleration in population, industry, and business potential. Copies of the studies are available from Ed Lawson, Avery-Knodel, 720 Fifth Ave., New York 19.

• A statistical portrait of a typical **Holiday** household has been sketched by a study of the magazine's subscribers, conducted by Opinion Research Corp., with the consultation of the Advertising Research Foundation. Included in the survey is information on ownership of cars, pleasure trips, club membership, community activity participation, stock ownership, and house ownership. Additional information may be obtained from Robert C. Daley, *Holiday,* Curtis Publishing Co., Independence Sq., Philadelphia 5.

• The 1959-60 editions of "Daily & Weekly Newspaper List" and "Trade & Consumer Magazine Lists" have been published by **Luce Press Clipping Bureau,** 715 Harrison St., Topeka. The newspaper list is broken down into four categories and the magazine list is broken down into 79 categories.

• The types and brands of cosmetics, toiletries, and drugs used by southern rural families are detailed in a 64-page report published by the **Progressive Farmer.** For copies of the report write the research department, *Progressive Farmer,* Birmingham 2, Ala., and ask for book 7B-5.

• Copies of market data brochures on publications of the **Wallace Publishing Co.** are available from George Keefe, promotion manager, Wallace Publishing Co., 146 Bates Rd., Montreal 26. Brochures are available on *Packaging Progress, Plant Management, Genie-Construction, Leather World, Batiment, Transport Commercial, Revue-Moteru, Canadian Milling & Feed, Canadian Variety Merchandising, Product Design & Engineering, Toys & Playthings, Sporting Goods Merchandiser, Canadian Pit & Quarry, Office Administration* and *Canadian Builder.*

• Suggestions for procedures to follow in franchising any business, product service or idea are given in a report published by **George Feldman Inc.** on "How to Successfully Franchise Your Business." Copies of the report are available from George Feldman Inc., research department, 145 W. 45th St., New York 36.

SKILL that's reflected in every job

Skill is an often-used word, we admit. Rather than belabor the point, we'll just say that our engraving know-how has been accumulated over the years. It's reflected in every WASHINGTON ENGRAVING job. Simple zincs . . . or intricate four-color R.O.P. color engravings . . . this difference in quality is there, always. Let us demonstrate it to you on your *next* engraving order.

washington
PHOTO ENGRAVING CO.
118 So. Clinton St., Chicago 6 FRanklin 2-6343

"You can't overlook the American banker..."

PHOTOGRAPHED AT NEW DIE-CASTING PLANT SITE OF THE ALLEN-STEVENS CORP.

Today, bankers play a vital role in every phase of our economy. One of their most important roles is advising and financing customers in establishing plants and branches in other areas of the country. Bankers are usually consulted at the beginning when plans for new factories are being made and plant sites are being selected. Moreover, they are on the boards of directors of thousands of industrial firms from coast to coast.

For a successful advertising campaign designed to stimulate industrial development, full recognition should be given to the banker's part. You can reach bankers best through their family trade newspaper, the AMERICAN BANKER! Reading the spot news on banking, which appears exclusively in the AMERICAN BANKER each morning, is a regular part of the business day for some 60,000 bankers in the banks that account for 93% of the bank deposits of the United States. Equally important is the fact that no other publication has as large a voluntarily paid unsubsidized circulation among so many banks and bankers.

It is surprising how often an advertising program can be strengthened through adequate coverage of the banking field. May we show you how the AMERICAN BANKER can implement your promotional plans?

American Banker
The Only Daily Banking Newspaper
32 Stone Street • New York 4, N. Y.
It's the news that makes it different and preferred

'IN ATLANTA, THE TEMPRATURE'—*Adman Steffee discusses the interpretation of a script with Teddy Thurmond, "Miss Monitor" on the NBC radio show.*

Versatile Adman ... M. M. Steffee

Manson M. Steffee, tv-radio director of Burke Dowling Adams Inc., Atlanta, is concerned with show business both on and off the job.

During working hours, he is constantly involved with actors and actresses in the production of tv and radio commercials. In his spare time—when he has any—he himself functions as an actor and has won considerable acclaim.

Devotees of community theaters in the area are well acquainted with Mr. Steffee through his portrayals of such characters as the harassed Sergeant King in "No Time for Sergeants," Mr. Van Daan in "Diary of Anne Frank," the wolfish Professor Thornton in "Fair Game," and David Slater in "The Moon is Blue."

In addition to playing roles in little theater, Mr. Steffee occasionally does a tv film commercial or transcribed radio spot.

"I'm the biggest ham in the world," he cheerfully admits. "If there's a camera or mike around, I'm sure to be seen or heard."

■ Mr. Steffee's acting experience is invaluable in directing the production of commercials. His first big directing job was in 1952-'53, when he produced 13 15-minute tv shows starring John Cameron Swayze and his family, through Robert Lawrence Productions, New York.

The lion's share of Mr. Steffee's time is presently taken up in writing, directing and producing tv and radio spots for Delta Air Lines, which recently introduced DC-8 Jetliner service in a number of major eastern cities. #

FARMER—*Mr. Steffee plays the role of a farmer in a sound slidefilm for a manufacturer of tractor accessories.*

ACTION—*Back of the camera, Mr. Steffee is concerned with action in a tv commercial.*

'ROUSER'—*That's what a newspaper drama critic called Mr. Steffee's performance as Prof. Thornton in "Fair Game," in which he utilized the saturnine look shown in this photo.*

Rossi Adds Rooto Account

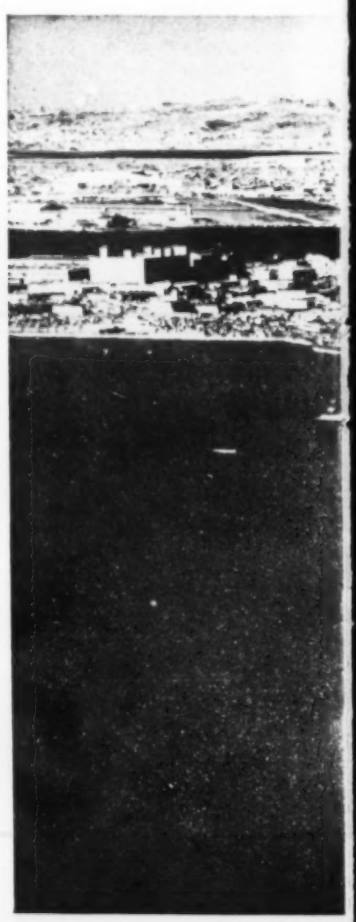
Rooto Corp., Detroit, has appointed Rossi & Co., Detroit, to handle its advertising account. Rooto makes a line of household and commercial cleaning and detergent products. The account was formerly handled by Stockwell & Marcuse. At the same time, Rossi has named Robert L. Swaney, formerly sales manager of J. M. Oberc Inc., Detroit, to its client and marketing services staff.

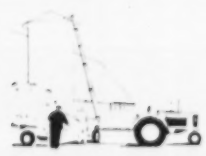
Seitz Appoints Smirl

Gerald P. Smirl has been named assistant to the president of Ken Seitz & Associates, Milwaukee. He formerly was in the client service division of Hoffman, York, Paulson & Gerlach, Milwaukee.

British Daily Names Sanger

The Financial Times, British business daily, has appointed Karl Sanger of New York as its U.S. advertising representative. Mr. Sanger represents a number of leading European publications.

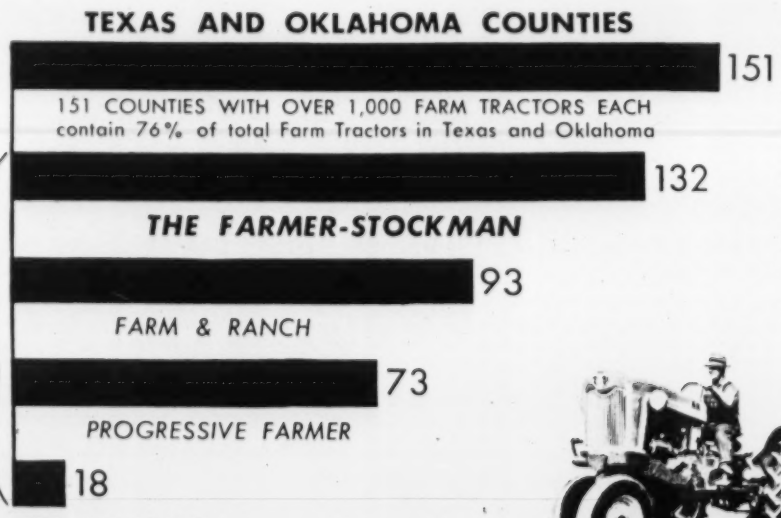




NO. 7 OF A SERIES

GREATEST COVERAGE

Where Farm Tractors Count Most...

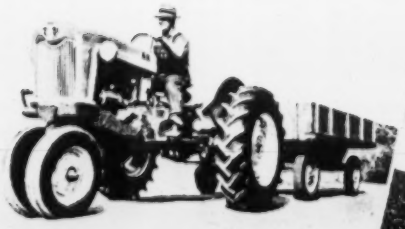

TEXAS AND OKLAHOMA COUNTIES
151
151 COUNTIES WITH OVER 1,000 FARM TRACTORS EACH contain 76% of total Farm Tractors in Texas and Oklahoma
132
THE FARMER-STOCKMAN
93
FARM & RANCH
73
PROGRESSIVE FARMER
18
FARM JOURNAL
NUMBER OF COUNTIES IN WHICH PUBLICATIONS HAVE OVER 75% COVERAGE OF FARMS...

Send for similar data on other farm equipment, livestock, crops, irrigation and farm income.

TEXAS AND OKLAHOMA comprise the greatest area for farm tractors in the nation. Texas, alone, ranks second among all states. Texas and Oklahoma combined have 30% more farm tractors than the leading state.

THE FARMER-STOCKMAN gives the best possible farm coverage in Texas and Oklahoma.

★★★



436,476 paid subscribers,

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

400 N. Michigan Avenue, Chicago 11, SUperior 7-6145
4321 N. Central Expressway, Dallas 5, LAkeside 1-3121
420 Lexington Avenue, New York 17, MUrray Hill 4-3340
500 N. Broadway, Oklahoma City 1, CEntral 2-3311

British Ad Controls Self-Imposed but Stricter, 4A's Told

LOS ANGELES, Dec. 1—British advertising operates under stricter controls than are found in America, but most of these controls are self-imposed, Eric N. Burleton of Armstrong-Worden, British agency, told members of the Southern California council, American Assn. of Advertising Agencies here last month.

He said the Institute of Practitioners of Advertising, British counterpart of the Four A's, drafts regulatory material concerning claims which can or cannot be made in various product categories, much as does the Federal Trade Commission in the U.S. These regulations are then often enacted into law.

Almost 90% of United Kingdom agencies belong to the IPA, which exercises strict control in the solicitation of new business. No solicitation is permitted of any company already served by a member agency. Mr. Burleton said this has the advantage that accounts do not move as frequently.

It has led to correspondingly greater job security, which in turn results in relatively lower salaries for advertising executives. Cited were these salary ranges: copy chief, $3,500-$12,600; account executive, $3,000-$7,000; market research director, $6,000-$12,000. #

Lappin, Moe Launch Campaign

Moe light division of Thomas Industries, Louisville, and Lappin Electric Co., Milwaukee, have launched a national campaign promoting outdoor lighting fixtures. Featured in the promotion are Moe's Electric Eye post and lanterns. Color ads were scheduled for the October and November issues of *House Beautiful*, *House & Garden* and *Living*.

Melleney Agency Opens

Herbert C. Melleney, formerly an account executive with Atlantic National Advertising, has opened his own advertising and public relations agency, Herb Melleney Associates, with offices at 42 West Bute St., Norfolk. Prior to going to Norfolk, Mr. Melleney was with St. Georges & Keyes, Shell Chemical Corp. and James J. McMahon Advertising, New York.

PROSPECTORS—*This 129' long, 49' high reflective sheeting sign has been erected on Highway 40, west of Reno, for Harold's Club, by Ball Sign Co. Ten transparent colors and black were applied with a mohair roller on 1,500 sq. ft. of red and silver Scotchlite brand reflective sheeting.*

B&B Elects Four VPs

Benton & Bowles, New York, has elected Timothy Stone, Norman Grulich and David Mixter, all account supervisors, and Joseph Marone, tv producer, vps.

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

SAN DIEGO CALIFORNIA

Great and GROWING Market!

San Diego is the third largest market in the western states and the fastest growing major metropolitan area in the entire nation – growing faster than 29 **states!**

San Diego is a **diversified** market... with aircraft and missile manufacturing, permanent military activity, year-round tourism, and agricultural production ranking 24th among all the counties of the country.

San Diego is a **prosperous** market... with a net effective buying income totaling $1,861,359,000* last year. San Diego is an **isolated** market... yielding clear-cut test results and providing direct channels for distribution of your products.

San Diego is a **newspaper** market... sold by **The San Diego Union** and **Evening Tribune.** These metropolitan newspapers have a combined daily circulation of more than 200,000 (215,192 ABC 3/31/59). Facts Consolidated surveys show a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

*1959 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 Hometown Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

How to make singing sell

One of our bright young people defines a good advertising jingle as "Music that goes in one ear and refuses to come out the other!"

Turning a solid sales idea into a haunting combination of words and music that runs round and round in the listener's head until a sale is made is more than a Tin Pan Alley art.

It calls for a unique breed of creative advertising person...

- ... who knows when to be "square" and when to go, like, man, way out beyond Endsville
- ... who knows how to use the new three-track stereo system for recording music-vocal tracks.
- ... who has discovered that mood music can come from a four-piece combo as well as a 36-piece orchestra, and much less expensively
- ... who can put his ideas to composers, arrangers, musicians, vocalists, and recording engineers in their terms, and to sales managers in theirs.

We count ourselves fortunate in having attracted an unusual group of people who can make singing sell.

We work for the following companies: Allstate Insurance Companies · American Mineral Spirits Co. · Atchison, Topeka & Santa Fe Railway Co. · Brown Shoe Company · Campbell Soup Company · Chrysler Corporation · Commonwealth Edison Company and Public Service Company · The Cracker Jack Co. · The Electric Association (Chicago) · Green Giant Company · Harris Trust and Savings Bank · The Hoover Company · Kellogg Company · The Kendall Company · The Maytag Company Motorola Inc. · Philip Morris Inc. · Chas. Pfizer & Co., Inc. · The Pillsbury Company · The Procter & Gamble Company The Pure Oil Company · The Pure Fuel Oil Company · Star-Kist Foods, Inc. · Sugar Information, Inc. · Swift & Company Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Feature Section

Advertising Age

C.M. Cites a 'Contrived' Ad

Reform Program for TV

Weiss Discusses Food Distribution

Woolf Spots a Confusing Ad

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Learning from the Retail Ads . . .

The 'Professionally Executed' Ad

STEWING ABOUT
MONEY PROBLEMS?
... See Arizona's Bank"
VALLEY NATIONAL BANK
Now you can establish a "Line of Credit" at low bank rates for emergencies, for opportunities, for any purpose—at the stroke of your pen—with no cost until you use the money!
"Here are your checks ... write them for anything you want up to $3500!"
Introducing the Valley Bank's
CHECKING ACCOUNT

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

I have never been able to get from users of the terms "soft sell" and "hard sell" any defensible definitions of those terms. I have started some good arguments among compatriots by asking whether an ad is hard or soft sell.

The tendency on the part of most individuals is to call an ad hard sell if it carries a lot of copy and soft sell if it has little copy. This is an invalid classification. I cannot accept the rubbery, amorphous terms—"hard sell" and "soft sell."

■ In my work I consistently expound "professional sell" as against "amateur sell" or "non-professional sell." A professionally selling ad very often is an ad with much copy. Sometimes it is a very brief ad. More frequently than not, both brief and long ads are really *not* very professional in their selling power.

Is one of these ads soft sell and one hard sell? Not according to my experience. Both are professional sell.

Each one deals with an advertising task to be accomplished. Each one seeks to adequately interest and persuade the prospect with its content, and each one communicates with such clarity that the message can get off the printed page and into the intellectual and emotional centers of those who read.

This brief ad with extreme clarity suggests there is no need to stew about money problems, asserts a friendly, neighborly loan service to a broad prospective audience, specifies loans may be made in any amount, and urges response. What more should an ad of this kind do?

■ The ad on the right has a more complex story to get across. It goes through the same procedures of interesting the prospect, of persuading him. And at no point does art or layout get in the way of the job's requirement to communicate.

Perhaps somewhere in the U.S. there is a bank that does a better advertising job than this one. I have never seen it. #

topics as the company's new terminal at Ketchikan, the company's golf tournament and the report of the anti-litter conquest of Mt. Whitney. Here and there, however, the editors depart from the established form to publicize the entanglements of Reese Taylor, Union Oil's board chairman.

■ Mr. Taylor is clearly not a man contented with writing vague editorials on the great industrial brotherhood and the need for avoiding colds. A short time ago the company undertook an advertising campaign with free enterprise overtones, and one ad noted that "wage hikes and taxes threaten *your* job." In due course this institutional ad reached Washington, where it caught and reddened the eye of Charles O. Porter, member of the House of Representatives. Mr. Porter rushed off a letter to Mr. Taylor, taking sharp issue with the company's attitude, and to Mr. Porter's letter the board chairman made an equally direct reply.

Assuming that maybe some of the Union Oil folks might like to look in on this Donnybrook, the editors printed the whole exchange prominently in "Seventy Six" and are now reaping some of the happy harvest of interested readership. Just to make the whole business a little livelier, the editors also published two letters (one to Taylor, one to Porter) from Damon Jones, a member of the machinists' union with ideas of his own. Unionist Jones told Chairman Taylor to stay in there and slug; he reminded Congressman Porter that "America was not built on deficit financing by spoon-fed wards of democracy, Mr. Porter, and it cannot long survive under such a system."

If the Union Oil employe hungered for more spicy reading, he had only to turn to Page 3 where a column by Inez Robb scolded unionist James B. Carey for threatening to liquidate those congressmen who favored the Landrum-Griffin bill. In case you missed it, Miss Robb had written in part: "For the arrogance, the vindictiveness, the assumption of power and the sheer gall of the Carey letter are the very aspects of organized labor, as exemplified in some of its leaders, that have caused the voter back home to demand of his congressmen legislation to (1) curb such assumptions and (2) protect the general public from such lordly pretensions."

■ Taken from another source or not, this material in a publication for employes must be considered strong language. Is it effective language? That's not an easy one to answer: Many dues-paying unionists seethe inwardly over some of the practices of their superiors in the lodge. Among themselves they can become violent in their criticism. But the management official runs a risk when he himself suggests criticism of unionism as an institution. At this point the most disgruntled card-carrier may rise up in the union's defense. It is in the same bracket with the adage, "Don't be critical of your brother-in-law; let your wife take care of that."

■ The fact remains that employe publications are much livelier to read than they used to be. Whether they are believed more than they used to be remains to be demonstrated. You might have to wait until November, 1960, to find out. #

Employe Communications . . .

Employe Papers Grow Influential

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

One thing that must be said about the modern publication for employes is this: It is nowhere near as dull as it used to be. In mounting numbers the members of management are growing both excited and articulate about the problems of the hour. They frequently rush into print, thereby inviting attacks from many sides.

Take the Union Oil Co. of California, for example: This company publishes a dignified and well-edited monthly magazine called "Seventy Six" (so named because "the American freedoms were won in 1776"), which covers such conventional

On the Merchandising Front . . .

Is Food Distribution to Be Turned Topsy-Turvy?

By E. B. Weiss

Some eight years ago, in a talk before a department store management group, I urged department stores to add food. My basic point was that all department store promotions combined do not produce the traffic that is automatically produced by food.

E. B. Weiss

Over the last four years, in this spot in AA I have had no less than six columns in which I suggested that an increasing percentage of total food volume would be done through non-food outlets. The fundamental reason I gave was the same: food produces traffic.

Since then, a few additional department stores have added food departments. The discount chains have gone into food much more energetically—so much so, that food chains like Grand Union have opened huge non-food discount centers planned specifically to counter the competition of the discount chains. The variety chains have since gone strongly into food; ditto for the drug chains.

■ A few weeks ago, Bankers Securities Corp. (the huge holding company with investments in department stores, variety chains, etc.) announced that it had exercised an option to acquire a substantial block of stock in Big Apple Inc., Atlanta supermarket chain. The reason? The board chairman of Bankers Securities explains that Bankers Securities is exploring the potentials inherent in a combination of food and non-food operations *especially in its non-food outlets.* It concluded that control of a successful food super chain would bring the Bankers Securities affiliated non-food store groups a knowledge of food operations that would be difficult to acquire in any other way.

Developing this point, the board chairman stated that merchandising experts of

Big Apple are working closely with the non-foods buying offices of Bankers Securities affiliates—and non-food merchandising experts with Bankers Securities affiliates are observing the food chain's operations.

■ The entry of the food super into non-foods on a big scale was bound to force their non-food competitors into food. But the threat to the food super is now greater than their threat to the non-food outlets had been:

1. The food super aims to earn a handsome profit on its non-foods. It does not put in non-foods as a means of getting traffic; its food produces the traffic.

2. But the new major outlets putting in food look upon food *first* as a *traffic* producer and *second* as a *profit* producer. They may even take a loss on food in order to win traffic.

3. Since the food super's net profit on the food operation has plummetted almost to the vanishing point, it cannot match cut for cut by these new competitors—on food.

4. But these new competitors of the food super *can* merchandise price rings around the food super on most non-foods! If the food super tries to meet these competitors in a non-foods price battle the food super will wind up with figures dangerously close to the red ink line.

■ Most of our giant non-food retailers will move still more emphatically into food. Even Woolworth's executive head made it very clear that this huge chain will soon be involved in food on a much larger scale than it is presently. (In England, Woolworth is very active in food.)

I believe that variety chains, drug chains, discount chains, and department store chains (the last prodded by the Bankers Securities move, since Bankers Securities controls many department stores) *all* will expand their food programs.

These non-food chains have a gigantic daily traffic. If they simply exposed food to their present traffic total, especially at attractive prices; they would move an enormous food total. But, as I have said, they will use food to produce *more* traffic. And food will produce still more traffic for their stores because they will offer food as traffic bait.

Then I expect that some of the newest forms of discount retailing will turn to food. I refer here to the remarkably successful "mill" stores; these new types of discount chains will be turning in a $1 billion annual volume in a very few years primarily on soft goods. The older discount chains are, of course, heavily involved in food. (As I write this there are rumors that Korvette will merge with Food Fair.)

■ In several talks before retail food groups I have hammered away at the fundamental point that a retailer who could not squeeze a satisfactory net from his basic operation—in this case food—would not obtain a satisfactory net by going into non-foods. After all, the food chain *knows* food. (Its knowledge of non-foods, even to this day, is sketchy at best.) Certainly the net-profit-performance record of most of the food super chains for the last five years has hardly been a testimonial to their ability dramatically to increase their net profit percentage by the non-food route, even when it takes markups of 30% to 50% on its non-foods. (And with its margin requirements on food now in the area of 21%, it is clearly holding open an umbrella for food competition.)

Now the food super is to encounter powerful competition on food. Maybe this will, in time, suggest to the food outlets that they would do well to concentrate on food—perhaps in the shape of bantam outlets.

Be that as it may, I suspect that the food processors will soon find it advisable to re-evaluate their distribution systems. It's time for food processors to plan their marketing so as to give increasing attention to non-food outlets, in particular the great chains in the various non-food categories.

The era may not be far away when from 20% to 35% of food volume at retail (varying by classification) will be done by non-food outlets. That would be quite a revolution for food marketing.

■ If those percentage estimates prove to be reasonably correct, then it would appear that the food processors will be forced to come to two fundamental conclusions:

1. That the area for *dynamic* increases in *food* volume at retail will, over the next few years, come from *non*-food outlets; *not* from the food outlet.

2. That the food super, and particularly the food super chains, will show only small increases in *food* volume over the next few years; increases of a size that may *not quite match* the increase in population. (I am not including mergers between food chains in this calculation, because it is clear that when two food chains combine their percentage of total food volume in their area remains practically *constant*.)

■ When I see food supers joining hands with auto agencies in parking lot promotion of cars, I know this means the food super will soon be selling cars on its own. This will be still another step in the chain of events that combine to make food of less and less importance to the food super.

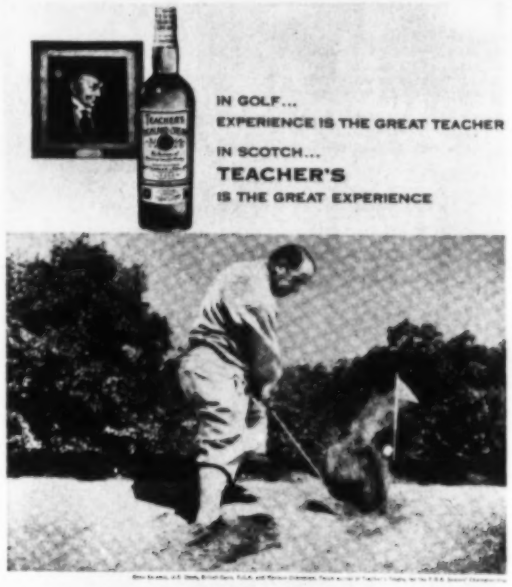
In brief, I see no conclusion possible other than that the food super chains, *as outlets for food*, are nearing or have reached their peak of dynamic expansion. (I do not make this prophecy with respect to any *one* food chain; this prophecy applies only as an appraisal of *all* existing food chains and their *combined* food total.)

This may be a daring forecast to make. I do not make it lightly. But if I were engaged in market projections for a large food processor, I think I would project the *non*-food outlet as the outlet offering the greatest potentials for substantial volume increases in *food*. And that would indeed involve a topsy-turvy concept for food marketing.

In general, I would say that between 1950 and 1960 the food super made the great hegira from food into non-food. Between 1960 and 1970 the great hegira by the non-food outlet will be into food. #

The Creative Man's Corner . . .

A Contrived Message



We are criticized occasionally because we criticize ads "without knowing the sales problems involved." This, we feel, is a rather weak defense. Whatever the sales problems involved, the end purpose of an advertisement is to transmit a message—clearly, understandably and favorably to a reader's mind. It is on this basis that we criticize; does the ad tell us as clearly and understandably and favorably as it might the message intended to be conveyed?

Take this Teacher's ad as an example. As far as we are concerned, it veers on the edge of being an effective ad. When we came upon it, our first reaction was that it made use of a widely known quotation. Yet, after we had consulted three books on quotations, we were still unable to find it.

However, let us assume the quotation exists somewhere. And let us really carp. The reference to golf is made at the top of the ad. The photograph of Gene Sarazen appears at the bottom. The tie-in to scotch appears *under* the reference to golf, yet the likeness of the bottle appears *over* the golf illustration.

Beyond that, we happen to feel that the use of celebrities in ads has become so expected a device that, actually, it results only in "phony-ing up" the ad in which it appears. Don't tell us that it hikes up noting. This has nothing—or little—to do with the case. This ad, which may have carried a great deal of conviction, winds up as all too obviously a contrived message. #

Looking at Radio and Television . . .

Reform Program for TV

By the Eye and Ear Man

Although the weeks have gone by, the storm over the television industry roars unabated. More than 40 bills are being prepared in Congress for remedial legislation to cure the alleged wrongs that a handful of shows splashed over an entire industry.

Faintly reminiscent of the frenzied investigation and castigation of Communists a few years back, some who are innocent or only slightly tainted will be burned at the stake with the wicked.

Advertising Age called for advertisers to get out of television programming, a sentiment with which this department wholeheartedly concurs, and got the following reactions:

1. The realists agreed.

2. The guys with the worst programming record insisted on keeping their right to pick bad shows.

3. Little guys with no or little television budget insisted on their rights to pick and supervise.

4. The guys who share programs and then use multiple products insisted on their right to keep the program identity.

5. Agencies that have nothing to say about production (and many who have neither staff nor know-how) insisted on making their inestimable contribution. (Most of these guys had 15% dancing in front of their red-rimmed eyes.)

6. Some guys said AA was right but the system was too traditional to change.

7. Some said that's about how they were currently operating, so what's new?

8. Some guys agreed with everybody.

■ But everybody agreed that if television did not take concerted action, Congress would. After having rallied against kickbacks, plug-uglies, and other television abuses for many years, this column at last has purity companions. All the stones are being thrown by the pure in heart, sure.

The following steps are probable and possible:

• 1. By evolutionary means the magazine concept will be expanded in the nighttime as it has in the daytime.

(a) Multiple spot buys in prime time with new volume discount structures will emerge.

(b) No agency 15% will be challenged because time and talent buys have always been accepted.

(c) More balanced programs will be possible with "better" shows of a more selective audience appeal at a lower price.

(d) Commitments will be shorter, but frequency discounts will attract more volume from more advertisers including those who have not been able to afford television before.

• 2. Programming control will naturally revert to the network with the approval of the FCC, Congress and with certain safeguards.

(a) There will be less station option time and more local programming (most of it terrible).

(b) There will be a seal of approval on

Now in 4,804,281 homes...in 187 markets...and growing!

Family Weekly joins the DURHAM HERALD

in saturating North Carolina's great industrial, educational and medical center

Shown on the right is the famous Duke University Chapel with its 50-bell carillon. (Photo, Sparks, Duke University). Left to right below are the manufacturing plant of the American Tobacco Co., The Erwin Cotton Mills and the Liggett & Myers Tobacco Co. plant in Durham.

The Durham, N.C., Herald will begin distributing FAMILY WEEKLY January 10, 1960. Durham fits perfectly and importantly into FAMILY WEEKLY's unique pattern of covering America's mighty middle markets. As one of the South's great tobacco, industrial, educational and medical centers, Durham is one of the country's fastest-growing markets.

Durham is one of the great manufacturing centers of the South with 124 diversified industries including the manufacturing of 26 brands of cigarettes. Manufacturers of textiles, packaging materials and machinery, medicines, musical instruments, furniture, lumber and many other products distributed nationally are located there. More than $22 million are paid to farmers annually for tobacco crops. Family incomes are high because 38% of the married women in Durham are employed in hospitals, universities, or in industry. In the Durham market, retail sales total an estimated $190 million annually.

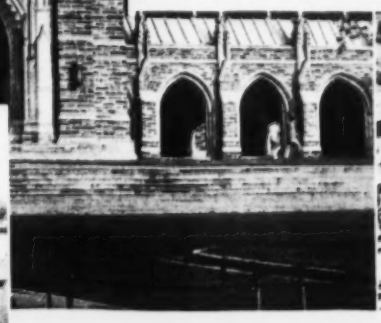
The population of Durham has increased 46% since 1940. It is the home of Duke University. The University of North Carolina in Chapel Hill is only ten miles away. The famed Duke hospital and seven other major medical institutions make Durham the largest medical center south of Baltimore.

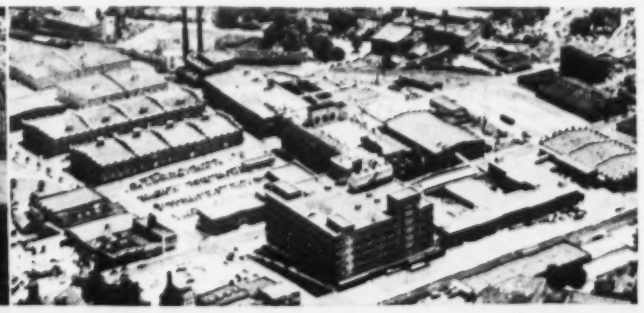
Durham is one of the key cities in the important Research Triangle developed by private enterprise to make use of the research talent available at North Carolina's three universities. At the present more than 850 professors and staff members are participating in research projects important to industry.

Durham's Herald-Sun newspapers reflect the prosperity and vitality of the outstanding market they serve. A recent $1,250,000 expansion program gives them one of the most modern publishing plants in the South. The 41,700 circulation of the Sunday edition of the Morning Herald represents an increase of 105% since 1940. Advertising in the Herald-Sun newspapers has more than doubled in that period.

Previously announced as starting distribution on the same date as the Durham Herald were the Longview, Washington, News and the Jamestown, N.Y., Post-Journal. The addition of these newspapers brings FAMILY WEEKLY's circulation to 4,804,281 in 187 markets where retail sales total $30,291,005,000—15% of the total U.S. retail sales.

FAMILY WEEKLY's saturation coverage of its giant market plus high readership proven by recent studies makes it a key buy on any national advertising schedule. Your FAMILY WEEKLY representative has the full story on why FAMILY WEEKLY belongs high on your media list. Call him in soon.





FAMILY WEEKLY MAGAZINE, INC.

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Bldg.
CLEVELAND 15: 604 Hanna Bldg.
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg.
LOS ANGELES 5: 3670 Wilshire Blvd.
SAN FRANCISCO 4: Lee T. Weston, 235 Montgomery Street

programs by either a czar beyond reproach like Schweitzer, Judge Learned Hand, a board of clergymen, or President Eisenhower. The decision of this review board will be binding on all network programs.

• **3.** Commercials, too, will be subject to lab tests and more closely scrutinized. Storyboards will be submitted to network censors, who will suddenly assume greater importance and executive status.

• **4.** More varied programs with more selective appeal will be forced into prime time by various pressures. Certain advertisers will support these shows and capitalize on the favorable publicity.

• **5.** A government operated non-commercial channel will ultimately be opened which will be dedicated to education and information. While many will believe that there will be too much political meddling with this force, it will definitely upgrade the medium at little cost to the commercial channels.

■ It is difficult to see what advertisers will give up with the above reforms and changes. Only in rare instances does an advertiser or his agency truly "control" a program. Film programs are "controlled" by the package producer except in the broadest sense. Networks control the acceptance of a program even if an advertiser wants it and is willing to pay for it.

The separation of editorial from advertising is successful in every other medium and relieves the advertiser of a function he is not qualified by training or experience to assume. The remaining aloof from the critical aspects of a powerful medium is also a good safeguard against discrimination against products and companies innocent of conspiracy in current scandals.

The only intangible benefits relinquished would be association with a show. Certainly this qualitative benefit is to be desired if all else is equal, but in latter days there is so much sharing that this value, except in a handful of cases (like Dinah Shore and Chevrolet), has been dissipated. Surely, a good salesman with a substantial audience can sell in the allotted time. What did Chevy do before tv? Was it not then the No. 1 car with print advertising and point of sale alone? Does Dinah Shore sell Chevies, or do they sell because the car is a good value, well styled and engineered and the friendly dealer gives out with a good deal?

■ The fact is that advertisers are spoiled in television. In the early days they got a taste of being in show business and they liked it. If they had a chance to write features for magazines that surrounded their ads they would have enjoyed that, too. Editorial content of the air, as in print, will be better if it does not have to rely on the opinion of the advertiser. The sooner the television industry is free to program balanced programs, the better.

As for the advertiser, he is better off if he seizes this opportunity to negotiate for better rates for his commercial and to set up standards which will guarantee a cynical audience that his claims are bona fide. #

Salesense in Advertising . . .

This Is the Ad That Jack Built

By James D. Woolf
Creative Consultant

Reproduced here is a color page which appeared in a recent issue of *Life*.

It is an advertisement, believe it or not. I didn't know this when I glanced at it. I thought it was another *Life* editorial page on the subject of abstract art, or something. Then a reader of this column sent it to me and asked for my comments.

James D. Woolf

Well, you know me; I don't go for this kind of stuff. It violates every principle of effective advertising that I have been taught to respect.

• **1.** It is not even faintly selective. It fails utterly immediately to identify the kind of product that is the subject of the advertisement. Thousands of *Life* readers in the market for this kind of product will turn over this page after a casual glance.

• **2.** The graphic technique obtrudes itself between the copywriter and the *Life* reader. The illustrations have no meaningful relationship to the product, do not work at selling it.

• **3.** The brand name is not displayed—a must in my book.

• **4.** The layout does not look like an advertisement; it appears, deceptively, to be a page of editorial matter. Readers of this page, if any, will feel cheated.

• **5.** The copy, such as it is, is almost completely non-informative, contains no reason-why facts whatever, promises no consumer benefits of any consequence. A central selling theme is totally lacking.

• **6.** There is no emotional appeal whatever.

• **7.** The illustrations do not portray people, the most interesting subject in the world.

• **8.** The copy is childish and dull. Example: "This is the house that makes the sales that make the office that makes the mills that makes the sheets that make the beds that lay in the house that Jack built."

• **9.** The copy gives no price information. Except in special circumstances, failur to quote prices (actual or approximate) i a disservice to the reader.

What *is* the product and its brand name I'm not telling. You guess. #

* * *

Mr. Woolf's articles are available in handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St Chicago 11, Ill., for "Salesense in Advertising," available for five days' approval.

Agencies Ask Us . . .

The Problem of Getting and Holding People

By Kenneth Groesbeck
Advertising Agency Consultant

"One of our most difficult problems," writes a small midwestern agency, "is getting and holding good people. We are located in a small center, but living conditions are good. Nevertheless, several of our account executives have drifted away from us, one after another, some to go to bigger cities, others to work in other agencies here. Can you give us any suggestions? Are we doing something wrong?"

Kenneth Groesbeck

You put your problem two ways—the first on people who leave you because they are drawn by the attractions of bigger cities, the second on those who find other agencies right in your own town more attractive than yours. I think you cannot do much on counteracting the pull of the big city. Certainly, however, you can do plenty in making your agency the very best place to work in your town.

I know you have been successful, so your trouble isn't money or enough billing to keep your staff busy. Looking at your financial statement, I see provision for bonuses from time to time, but no profit sharing. Also, I see no change in your ownership picture, over the past several years. Here, I suspect, may be the reason you are losing people.

■ Too many agency owners forget the reason they went into business for themselves, and the kick they got out of ownership, even though the worries were much greater than ever existed in a salaried position.

The nearer you can get your people into the same joyous state of mind as you enjoyed when you started out on your own, the better for you. You cannot accomplish this by bonuses, even though they may be extremely liberal. The employe's attitude toward bonuses is that they are granted if the boss feels good, and not if he doesn't. They smack too much of handouts—of bribes for good behavior.

Individuals in advertising agencies are of more than average intelligence and drive, or they wouldn't be in this exacting business of ours. Whether they are men or women, they are pretty highly strung, somewhat emotional, certainly very sensitive. They take careful handling, expressed in praise when deserved, justice at all times, a proper regard for their importance, decent office facilities, and as much money as they deserve, in a form which will not hurt their feelings.

For most small agencies, this form i best achieved by profit sharing, in whic all employes from the office boy up pa ticipate, on a point system for each indi vidual. It is not necessary to divulge eac person's share, because this would publi cize individual salaries, which is nobody' business. However, the way the systen works, with its credits for both time o service and amount received, should b universally understood.

While profit sharing is the best way t *begin* sharing the agency's success, i works satisfactorily only for a certai length of time. Everyone can see that th agency owners cannot safely sell or giv away a portion of their ownership in th early years of the agency's life. Howeve the time comes when certain individual stand out from the crowd by virtue o their abilities. These people will only be held and kept happy by a share in the agency's ownership, with all the prestig as well as the difficulties which this in volves.

■ But note one thing. The agency owners must sense this need and meet it, before the individual concerned begins to show dissatisfaction. If the pressure comes from the employe, the ownership transfer is tainted. The relationship is hurt. "I had to put a gun to his head before I got it!" remarked one good man who recently acquired a piece of an agency. How long do you think he will remain in this shop?

It is of debatable wisdom to *give* ownership to anyone. Far better that the individual be allowed to buy into the agency even if his salary is increased in order to make this feasible without undue hardship. This is psychologically sound, and it is important.

■ Profit sharing is for all those who do not share ownership. Agency profits should be split three ways—one-third to owners, one-third to profit sharing, one-third to building up working capital. On this last third (as well as the first third), the agency pays corporation income tax, unless it has taken advantage of the small agency tax provision allowing this tax to become part of the individual owner's tax.

People are best held by proper remuneration, properly administered. They are also held, as they become part owners of the business, by real responsibility and true authority. This is another psychological "must." Too often, while *control* remains with the original owner or owners, as it often should, all real authority remains in these hands also. Ownership then becomes nothing but a worry with none of the hidden pleasures which should reside in it—one of the greatest of which is a real say in the agency's plans and destiny.

You will sense from this that I feel

"I can't afford to waste my advertising"

Of course he can't. This manufacturer knows that in a dynamically changing economy he must re-evaluate and re-define his market regularly. If his market is metalworking he knows that over 80% of it is concentrated in some 7,000 *mass production* plants. And the best way to reach this market is through mass production's own magazine, *Production*.

Production's authoritative and timely reporting pays off by making it "must" reading for over 29,000 production engineers and managers in these plants. *Production* copies are read, re-read and passed on . . . really *used* by the men who make the major buying decisions in the manufacture of aircraft parts, automobiles, business machines, appliances and thousands of other metal products.

And it pays off for *Production* advertisers, too! To see how *Production* fits into your advertising portfolio, check SRDS, then call in your *Production* District Manager. Or, contact Bramson Publishing Company, Box 1, Birmingham, Michigan.

Concentrate your advertising in the only magazine that concentrates on mass production . . . America's largest industrial market.

PRODUCTION

MAGAZINE

that these desirable moves to hold people are often faked rather than real, and forced rather than spontaneous. True. Time and again agency owners come to me highly indignant that good people have left them. "Look at all I did for them!" they cry. But if they are this kind of people, it is very difficult for them to understand when I say, "Look how you did it!" "The gift without the giver is bare."

■ I see I haven't answered the part of the question dealing with getting good people. This is something of a problem in a small town, where agency personnel will probably be drawn from the local supply. Here all we can do is to occupy so important and admired a position in the town's esteem that good workers will come to us first. Local advertising, support of worthy public service activities, talks before the local Chamber of Commerce and other business groups—all these are in order and highly desirable.

If you deserve the good people, you will get them. If you deserve to hold them, you will. #

What They Were Saying 25 Years Ago . . .

Headline in Advertising Age (Dec. 8, 1934):

"29 States Found in Wet Column as First Year of Repeal Ends."

Paul Hollister, exec vp, R. H. Macy & Co., speaking at the annual meeting of the American Marketing Society (AA, Dec. 8, 1934):

"Trademarks once served to trace inferior merchandise back to the perpetrator. Today it is taken for granted that the manufacturer or store really wants the product to be traced back through its brand, early and often."

Ruth O'Brien, chief of the division of textiles and clothing, bureau of home economics, U. S. Department of Agriculture, speaking at the American Marketing Society's annual meeting (AA, Dec. 8, 1934):

"After all, education is the training of the individual to search for facts and to act upon these facts. Consumers are tired of generalities and superlatives. The mere repetition of a brand name has lost its influence; too many of them scream from the radio and magazine pages. Approval services have multiplied like rabbits. Consumers are not stupid."

Tips for the Production Man . . .

Simple Solution to a Knotty Problem

By Kenneth B. Butler

This is the story of how a simple die-cut window in an envelope solved what had loomed as an overwhelming production problem.

The problem involved a localized, franchised publication in the home building and decorating field, *Design for Living*. In each locality there is a sponsoring firm whose imprint is carried on front and back covers, and the mailing is made from the publisher's city to a list supplied by this sponsor.

■ In order to keep the mailing list "clean" a return address is carried on the mailing envelope. However, the sales manager for *Design for Living* greatly preferred the localized return information instead of one general return address for the entire project. Bear in mind that the service is franchised in many communities and the publishers envisage some 500 separate editions within the near future.

What would have been involved in localized envelope imprints for mailing each local distribution sums up as follows:

1. Many different localized imprint changes which would complicate the printing of the envelopes and raise the cost.

2. Necessity to print the entire envelope requirements for a year in advance (the sponsor contracts run for a year). This would add up to a huge dollar inventory.

3. Danger that some of the sponsors might move and change address, go out of business, or cancel the service, leaving behind a useless investment in envelopes.

4. Necessitate extensive envelope storage space and a need to keep the supply for each sponsor labeled and separated so as to be easily located each month.

5. Necessity of counting out each month's requirements from the storage inventory; or, return an unused quantity to proper storage space after each month's mailing is completed.

6. Require imprinting of additional envelopes should the sponsor, during the year, decide to increase the distribution of the magazine in his locality.

7. Require great care on part of mailing room employes to make sure that each sponsor's copies were stuffed into envelopes imprinted for that sponsor.

■ All of these added up to probable abandonment of the localized envelope return, much to the chagrin of the sales manager—when finally a brilliantly simple solution presented itself:

"Die-cut a window in the corner of the mailing envelope to expose the sponsor's return address already printed on the back cover of the publication."

This solution permits lower inventory investment and storage, withdrawals are made from common stock, envelope imprinting cost is eliminated, and there is no chance of error in wrong insertion of magazines in envelopes.

■ The only remaining problem was to devise a method of identifying the addressing on the envelopes to make sure that the correct list is used for each sponsor imprint. This was solved by placing on each mailing stencil a sponsor "key" and carrying the same key on the imprint which shows through the window. When these two agree the envelope stuffing is accurate. #

From an Art Director's Viewpoint . . .

How to Avoid a Stiff Neck

Put your car – and your cares in CONOCO'S hands

HOTTEST BRAND GOING ... CONOCO!

CONTINENTAL OIL COMPANY

By Andy Armstrong

Conoco displays either calculated courage or foolish abandon, turning that label upside down. Magazines are too heavy these days to carry, let alone spin around to see what product the man is selling.

Andy Armstrong

Television sets don't throw enough light to read by, and maybe the browser in the shadows will fail to realize the can is upside down at all. On the other hand, maybe the thousands of people who are in the habit of standing on their heads around gas stations will recognize the label at once. So maybe there is really no point talking any more about Conoco.

■ But take cereal boxes, catsup bottles, milk cartons, pickle jars. *They* don't look right upside down. If you show them on their heads in the main picture, you feel compelled to turn them right side up somewhere else in the ad, if only to reassure your readers and yourself that you were only kidding and the world is still, in some of its aspects, orderly, more or less.

Your concern is usually needless. So many package fronts are impossible to decipher just sitting there on their bottoms doing nothing, what with premium stickers and other truck hiding part of the name anyway.

■ The general insistence of advertisers on quick readability of labels and immediate identification for the product has wastebasketed a stupendous number of otherwise well thought out, dramatic campaigns. The product in use, in action, may come closest to the heart of the product's inherent charm, but if the product disappears when flipped on its head, the charm disappears too. And the budget. And the client, occasionally.

■ There is a way out—copyrighted and for sale. (Adv.)

Why don't some of these package goods advertisers start redesigning—taking that can or box or bottle back to the drawing board to give it a label like a playing card, readable with either end up?

A lot of excitement would suddenly enter a lot of dull advertising. A lot of products could dive into action without straining the reader's vertebrae. #

Coming Conventions

*Indicates first listing in this column.

Jan. 17-20, 1960. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 21, 1960. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

Feb. 7-9, 1960. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 24-27, 1960. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

May 8-10, 1960. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

June 5-9, 1960. 56th annual convention of the Advertising Federation of America, Hotel Astor, New York.

June 20-24, 1960. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

*Aug. 2-5, 1960. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Oct. 13-15, 1960. Pennsylvania Newspaper Publishers Assn., annual convention, Penn-Harris Hotel, Harrisburg.

'Granada Viewership Survey' Reports on British TV

The first report on a continuing survey into the viewing of British Independent Television, "Granada Viewership Survey," has been published. The study, commissioned by Granada TV Network, 36 Golden Square, London, was conducted by John Hobson & Partners (now Hobson, Bates & Partners) in conjunction with Research Services. The field work was carried out from January to March, 1959. It will be repeated biannually.

The study, covering most of Great Britain, goes into viewing by time of day, intensity of viewing, audience profiles for program types and viewing by special interest groups.

McGinnis Starkey Schafhausen Herzbrun
Hart Brower Dillon Ramsey Jared

AD PLANNING—*Working on 1960-61 advertising and marketing plans for Rexall Drug Co. in the Los Angeles office of Batten, Barton, Durstine & Osborn are, from the agency: Charles H. Brower, president; Tom Dillon, treasurer; Porter Jared, account executive; Allen McGinnis, creative director; W. M. Starkey, agency regional manager; Bob Schafhausen, account supervisor, and Bob Herzbrun, senior account exec. From the client are John Hart, ad manager, and E. L. Ramsey, director of marketing.*

Optimism About '60 Is Waning Somewhat, Dun & Bradstreet Says

NEW YORK, Dec. 1—Business men are not as optimistic as they were earlier this year about prospects for the first quarter of 1960.

Although 65% still thought their sales in the first quarter of 1960 would be higher than in the comparable period of '59, executives interviewed in a Dun & Bradstreet poll were less optimistic than in any of four prior similar questionings. In the current survey, 30% expected no change from the first quarter of '59, and 5% foresaw declines.

This decline in optimism is attributed to uncertainties regarding the steel situation and its effects on business activity in the early months of 1960.

The proportion of respondents anticipating sales increases in the most recent poll was the lowest since that for the fourth quarter of 1958, when 55% foresaw year-to-year gains, 33% expected no change and 12% anticipated decreases.

Other highlights of the survey, which will appear in the December issue of *Dun's Review*, include:

• A little more than half of the business men expected their profits in the first quarter to show gains, with manufacturers of durables the most optimistic. Among both wholesalers and retailers, the proportion expecting no change in profit levels was slightly higher than those looking forward to increases.

• Although those business men anticipating expansion in their inventories during the first quarter of 1960 outnumbered those expecting lower levels by a little over three to one, a majority of 63% expected their holdings to remain at the levels of a year earlier.

• Regarding new order prospects, manufacturers were a little less optimistic than they were three months earlier. Now 58% foresee gains, 38% expect no change, and 4% anticipate declines. As in the previous survey, the spirits of durable goods makers were higher than those of non-durable goods producers.

• On prices, 29% of all the business men surveyed expect to raise their prices; 69% contemplate no change in prices. The percentage expecting increases is largest among manufacturers of durables and among wholesalers. Only 2% or fewer of respondents in each group look forward to price reductions in their companies.

■ The survey, it is noted, is not a forecast, but an indication of the views held by a representative group of business men at the time the study was made. ≠

U. S. Sets Anti-Trust Probe of Metal Furniture Makers

The Justice Department has issued subpoenas to 27 of the nation's largest manufacturers and distributors of metal office furniture, requesting them to turn over records from Jan. 1, 1953, to date to a federal grand jury in Buffalo Dec. 14, for an inquiry into possible violation of the anti-trust law.

Companies under investigation are Arnot-Jamestown division, Aetna Steel Products Corp.; Art Steel Co.; Cole Steel Equipment Co.; Corry-Jamestown Corp.; Emeco Corp.; General Fireproofing Co.; Globe-Wernicke Industries; Peerless Steel Equipment Co.; Royal Metal Mfg. Co. (Chicago & Los Angeles); Security Steel Equipment Corp. and Shaw-Walker Co. Others are Sperry Rand Corp.; Steelcase; Brown-Morse Co.; Harber Sales Corp., Cramer Posture Chair Co.; Ohio Chair Co.; Harter Corp.; Western Mfg. Co., Werner's Mfg. Co.; Bentson Mfg. Co.; W. H. Harper Co.; Holga Metal Production Co. and Milwaukee Metal Furniture Co.

Datche Names Atkinson

Bob Atkinson has joined Datche Advertising Co., St. Louis, as art director. Mr. Atkinson was formerly art editor of Ralston Purina Co.'s two publications, *Checker Links* and *Checker Grafs*.

THE RIGHT PLACE—the product section in **eem**—Electronic Engineers Master—where all products similar to the type you manufacture are described in catalog-type ads. *Check to see in which sections your products belong.*

SECTION	PRODUCT CATEGORY
1100	Amplifiers
1200	Antennas & Accessories
1300	Audio Equipment & Accessories
1400	Cabinets, Chassis, Racks, Boxes, etc.
1500	Capacitors (all types)
1600	Chemicals, Coating, Paint, Varnishes, etc.
1700	Circuits: embedded, printed, plug-in, etc.
1800	Coils (Inductor, Chokes, Toroids), Assemblies
1900	Communication Equipment
2000	Computers & Associated Equipment
2100	Connectors, Clips, Sockets, Plugs & Jacks
2200	Controls, Systems & Components
2300	Crystals, Frequency Controls
2400	Dials, Knobs, Panel Equip.
2500	Fabricators, Services, Seals, etc.
2600	Fans, Blowers, Environmental Chambers, etc.
2700	Filters
2800	Hardware
2900	Instruments & Test Equip.
3000	Instruments, Graphic Recording
3100	Insulators & Insulating Materials
3150	Mfg., Sub-Contracting, Custom Fabrication
3200	Materials (Metals, Plastics, etc.)
3300	Medical Electronic Equipment
3400	Microwave, Radar Equipment
3500	Motors & Accessories, Controls
3600	Nuclear & Radiation Components
3700	Photo Electric Equipment
3800	Photographic Equipment
3900	Pilot & Signal Lights
4000	Power Supplies
4100	Production & Automation Machinery
4200	Publications & Services
4300	Recording Equipment
4400	Rectifiers (non-tube types)
4500	Relays
4600	Research & Development Services
4700	Resistors (fixed-variable)
4800	Semiconductors — Diodes, Transistors, etc.
4900	Servos & Associated Equipment
5000	Studio Equipment
5100	Switches & Associated Items
5200	Telemetering Equipment
5300	Thermal Devices
5400	Tools, (hand & power)
5500	Transducers & Associated Equipment
5600	Transformers, Chokes, Reactors, etc.
5700	Tubes & Tube Parts
5800	Ultrasonic Equipment
5900	Vibrators & Choppers
6000	Wire, Cable, Harnesses, etc.

THE RIGHT TIME — the critical moment when engineers and purchasing agents select the specific products to meet their design and production needs. At that time, they reach for **eem**—turn to the section containing the type of product they require—check the descriptions and specifications of all available makes—and make their decision.

It's important for you to be in the right place at the right time. When your products are cataloged in the appropriate **eem** sections, you are represented in the right place and you'll always be there at the right time when a buying decision is made.

Catalog in eem 1960
YOU MUST ACT NOW!
Closing date for space reservations December 15, 1959 — plates February 1, 1960
eem - ELECTRONIC ENGINEERS MASTER, 60 MADISON AVE., HEMPSTEAD, N. Y.

ADVERTISEMENT

Glenda the beautiful secretary

"The boss said, 'What would I do without you?' And to tell the truth, I didn't know."

He'd probably hold off on buying new office supplies and equipment, for one thing. The girl who's going to use them likes to choose them—and bosses know it! So, even before you've sold the boss, sell his secretary—by advertising in the magazine 145,000 secretarial career women subscribe to . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

Agency Management Seminar Moves to New York Jan. 18-19

NEW YORK, Dec. 2—A two-day seminar in successful advertising agency management will be held at the Savoy-Hilton hotel here Jan. 18-19 under the auspices of ADVERTISING AGE.

Decision to bring the seminar to New York followed the unusual success of a pilot seminar in Chicago Nov. 5-6, which attracted 85 advertising agency presidents, treasurers, controllers, etc. Almost unanimously, attendants at the Chicago sessions urged that the material be presented in the East—and perhaps on the West Coast—so as to make it more easily accessible to more people.

The New York sessions—as were those in Chicago—will be conducted under the supervision of Ira Rubel, well known authority on advertising agency financial management and accounting, with the assistance of a "faculty" of experts in agency operation and management.

■ The sessions—all of which are workshops, with ample time for individual discussion and cross-checking of experiences, will discuss planning for profits; forecasting, controlling and cost accounting; incentives and executive security; agency ownership problems; and problems of mergers.

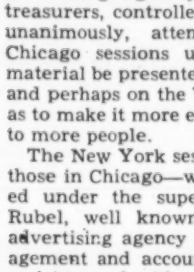
In addition to Mr. Rubel, members of the "faculty" will be Michael J. Rich, of Ira Rubel & Co., management consultant; Gustave Simons, member of the firm of Simons & Cuddihy, New York, noted attorney specializing in tax matters and executive incentive programs; and four agency management executives:

George Ferrand, treasurer, Young & Rubicam, New York; Herbert Gardner Jr., treasurer, Gardner Advertising Co., St. Louis; Eugene A. Poggeto, secretary-treasurer, Stanfie'd. Johnson & Hill, Montreal; and Michael Turner, senior vp, G. M. Basford Co., New York.

■ The cost of the workshop, including lunch and dinner on Monday and lunch on Tuesday, but not including hotel rooms, is $135. Attendance will be limited. Additional material and reservation forms can be secured by addressing Successful Advertising Agency Management Seminar, ADVERTISING AGE. 200 E. Illinois St., Chicago 11, or 630 Third Ave., New York 17. #

Eagan Leaves FC&B, Joins New Marketing Company

W. Robert Eagan will resign as vp and merchandising director of Foote, Cone & Belding, Chicago, to become vp and marketing director of the newly established American Marketing Management Corp., effective Jan. 1. Mr. Eagan also will become a director of the company and will be manager of the Chicago office at 500 N. Dearborn St. AMM Corp. will specialize in "on the job" assignments for products of grocery manufacturers, working with companies and agencies.



W. Robert Eagan

Mr. Eagan joined FC&B in 1949 as director of merchandising and was elected vp in 1953.

Kimball Names Knollin

Kimball Mfg. Corp., San Rafael, Cal., has appointed Knollin Advertising Agency, San Francisco, to handle its advertising. Kimball manufactures molded fiber-glass products.

CHRISTMAS NIBBLING—*National Biscuit Co. and Corn Products Co. join in this Christmas promotion for Nabisco Snacks and Hellman's and Best Foods brands of mayonnaise. The campaign breaks in December in Ladies' Home Journal and Life with a four-color spread built around the "12 Days of Christmas" theme. Full pages will run in Sunday supplements, and promotion will be used on five tv shows. Dancer-Fitzgerald-Sample is the agency for the Best Foods mayonnaises and McCann-Erickson is the agency for Nabisco crackers.*

Kimberly-Clark Offers 'Fundamentals of Printing'

Kimberly-Clark Corp., Neenah, Wis., is making available free to members of the advertising business its 48-page booklet, "Fundamentals of Printing." The booklet is now in its third printing, and since the first of the year 100,000 copies have been published and distributed without charge to the graphic arts industry through merchants of Kimberly-Clark papers.

Discussed are such subjects as type selection, silk screening, plate preparation, proofreader's marks, types of presses and laminating. Copies may be obtained without charge from the company or its distributors.

SSC&B Adds Facilities

Sullivan, Stauffer, Colwell & Bayles, New York, has opened a $150,000 television studio and test kitchen at the agency. The facilities were installed to help creative people develop new techniques and ideas and check on-camera image of commercials. Nearly two-thirds of SSCB's billings, "now at the yearly rate of $53,000,000," are in television.

memo:

100% Coverage

Motor hotels are the fastest growing part of the hotel market—
You cover *EVERY* motor hotel in the U.S. with

THE
HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

U. S. Navy Sidewinder, Air to Air Guided Missile. Range: 7 miles.

It's Loaded

with buying power...

THE INDIANAPOLIS AREA

● Here's a rich sales target of primary importance to any national selling campaign. In this one compact 45-county area, retail sales are 15.9* percent higher than the national average. It's a concentrated target of more than 2 million people with almost 4 *billion* spendable income!

In Indianapolis, the nerve center of this trading area, The Star and The News provide the biggest single-package 45-county coverage of any available advertising media. 54.9% coverage of *all* households—qualified, selective coverage of the most able-to-buy, highest income families!

Use this business getting combination to guide your ads straight to the people who provide your best sales potentials.

*Sales Management, Survey of Buying Power, 1959

GET THE FACTS! Write for your free copy of "FACTS," a condensed report of the booming economic picture of Metropolitan Indianapolis

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Continue to Explore Morality of Quiz Show Rigging; Eye & Ear Man's Stand Questioned

To the Editor: ADVERTISING AGE has shown understandable concern about the possible repercussions of the television quiz scandals. A considerable proportion of the outcry in the public press, however, shows a lack of perspective, if not outright hypocrisy, on this problem.

Isn't it time someone tried to view things in more realistic perspective?

I hope I may be forgiven, as an example, if the holier-than-thou attitude exhibited by newspapers and magazines strikes me as somewhat amusing. Isn't a good percentage of stories and articles in the press "staged?" By this, I refer to those pieces which are inspired by and planned in collaboration with professional public relations men. The average reader, however, is under the impression that they are spontaneous news breaks uncovered by inquisitive reporters and photographers.

What's wrong with this practice? Nothing. In fact, I dread to think where the press would be without the helpful ministrations of publicity agents. This doesn't excuse shameless rigging of tv quiz programs, but shouldn't it give newspapers pause before mocking worth while television interview programs where the interviewee is sensibly given an inkling of the questions in advance?

Applying the same standard to newspapers as they would apply to home screens, publicity-inspired stories would have to be so labeled. Furthermore, it is well known that newspaper feature writers generally "hypo" their stories in a manner which may tamper with the straight facts but which helps boost reader interest.

As far as "rigged" commercials are concerned, there is no newspaper or magazine in the U. S. that does not run advertisements containing retouched photographs: Food sprayed with lacquer, automobiles shot through distorted lenses, etc.

Should such photographs be banned, or labeled "retouched"? It would be kind of silly, in my opinion.

What I am trying to suggest is that a little knowledge is a misleading thing. By giving the public a slight glimpse behind the scenes of commercial-making, an unwarrantedly sinister impression is created.

Our buying pattern as a people traditionally provides leeway for what I would call the legitimate exaggeration of salesmanship. The public knows the ritual of selling and expects a certain amount of showmanship in presentation. For that matter, advertising in print or over the air rarely resorts to the flagrant distortions one is ordinarily subjected to in personal selling, say in an automobile showroom or an appliance store.

Let's do what we can to avoid the kind of bald fakery demonstrated in the television investigations. But let us not be carried away by hysteria—or naivete.

Milton Sutton,
Creative Director, Zlowe Co., New York.

•

To the Editor: I feel like taking a shower!

All of the nasty business about these television quiz programs which has cropped up in the press lately must give any advertising man a pretty fierce set of the jitters. It seems to me that for too long the advertising profession has countenanced in its ranks a number of "promoters" whose skills are more logically catalogued in the field of flesh peddlers. It has always galled me when advertising and public relations people have coyly indicated to me that they can "buy" somebody or some favor. The fact that they have been successful this far does not change the situation.

I know that you have for a long time been ringing the bell for integrity in advertising—and I think the business atmosphere today calls for an even louder clanging . . .

George W. Sandell,
General Manager, Thermo-Fax Sales Inc., St. Paul, Minn.

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To the Editor: What's all the snickering about? Doesn't anyone realize that this Van Doren-Revson drama can lead to absurd handcuffing of all advertising?

It's high time that someone should draw the line between legitimate and criminal deception. And if any politicians undertake it, let them keep in mind that their very own campaign promises are a matter of public record.

"I hate war. Eleanor hates war. I promise you that no American son shall fight a war on foreign soil!" Did Charles Van Doren ever tell a lie as flagrant as that? Or has any American advertiser ever hoodwinked the public so blatantly?

Is it criminal deception to use shaving cream instead of an advertiser's own product, if it shows up better as cake frosting under tv studio lights?

Is it criminal deception for a fashion artist to add "two heads" to the height of a model in a sketch?

Is it criminal deception for an automobile illustrator to "stretch" the car in an advertising illustration? Is it criminal deception to show the car in front of a background where it never was driven? Must we stifle the imagination of our advertising audience as well as ourselves?

Every Western drama fools the audience by using blanks in the guns with which the villains are shot. Even the horses' squeals are synthetic. And no high-minded citizen would have it otherwise. But the witch hunters in Washington could go that far, given a good press in an election year.

Van Doren was an actor who played a part, for compensation, under specific direction by the sponsor's agent. So were Charles Laughton and a thousand other members of the guild. Is the play the thing, or are our tv screens to be relegated to dull portrayal of fact? Imagine sitting up until midnight to see an hour of the real life of Perry Como!

Let's stop cheering from the sidelines and start heckling the congressional meddlers . . . before we find that every slogan and every commercial will need their blessing before we dare use it.

MacCabe Smith,
D. P. Brother & Co., Detroit.

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To the Editor: In re The Eye and Ear Man, issue of Nov. 16.

What sins are committed in the name of showmanship! No honest showman worth his salt would ever stoop so low as to do what so-called showmen did in rigging the quiz shows.

To use the example of the magician who everybody knows is fooling the public; to use the example of the man who is stabbed on the stage while everyone knows he isn't REALLY stabbed is begging the question.

This whole quiz scandal business is a question of INTENT. It is a question of misrepresentation.

The quiz programmers GAVE THE PUBLIC THE DEFINITE IMPRESSION THAT THE SHOW WAS HONEST. They went to great lengths to build up the fact—now no longer a fact—that their contestants were genuine, remarkable and unusual people possessed of genuine, remarkable and unusual ability and knowledge. But they weren't. They were, for the most part, out-and-out frauds. And the producers were far from showmen, they were perpetrators of a fraud.

The Eye and Ear Man uses the argument that amateurs can't properly perform, that they must be coached. For many a long year radio and tv were able to get exciting, interesting and even intelligent "performances" from amateurs on quiz shows such as Stop the Music, Dr. IQ, Professor Quiz and the original $64 Question. And no one was rehearsed. Their answers, right or wrong, were legitimate.

To class the genuine showman with these people who produced the fraudulent quiz shows is to do a grave disservice to the noble, honorable and ancient profession of show business. No showman, it seems to me, would want to be classed with these unhappy seekers after the fast buck.

It is even more seriously damaging to the whole fabric of show business, in whatever form, to condone their acts as being just another form of showmanship. The "trade" deserves better of those who purport to stand by and defend it.

William H. Shriver Jr.,
Shriver Co., Baltimore, Md.

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To the Editor: While a layman with no experience in tv, I find it necessary to answer your Eye & Ear Man column of Nov. 16, regarding the tv quiz show scandals.

I take exception to the premise that the rigging of these programs should in any way be condoned on the ground that they provided good entertainment. They were presented to the public as true contests, pitting the honest skills of several contestants, with some of the big money winners heralded as possessing unusual mental abilities, when in fact this may not have been true.

If your Eye & Ear Man's premise is correct, why not extend it to one-sided sports contests to provide greater fan interest? There is a far greater difference between rigged quiz shows and other forms of entertainment where the viewer knows it is a dramatization.

To say that these shows, if honest, would not have fared well against stiff opposition, may be true, but to approve of a dishonest show on the grounds that it provides good entertainment is like giving a hungry man license to steal.

Byron Slater,
Petersen Publishing Co., Los Angeles.

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Wants More Case Histories

To the Editor: I am happy to see quiz shows disappear from tv since, in my opinion, they represent moron-level entertainment, but sorry they also brought about another round of brickbats for advertising.

Now . . . how about the Four A's or someone running a series about the good part of advertising, using the client presentation method: case histories? To date such work has been poor, limited to the general statements about increasing sales through volume, etc.

Ed Carlin Jr.,
Philadelphia.

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Red Ball Jets Can Catch Keds

To the Editor: Bill Graydon's letter (Oct. 26 issue) regarding his little girl's ability to run speedily from any Indian attack in her U. S. Keds just goes to show the importance of telling a child the facts of footwear life.

Doesn't she know that all Indians wear Red Ball Jets so they can overtake anyone clad in U. S. Keds?

Robert S. Aronson,
President, Robert Aronson Associates, Boston.

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Dislikes Kodak Duplicate

To the Editor: The Rumrill Co. was onto a good thing when it developed the informal chit-chat bit for Eastman Kodak, but for my money they have begun to blot their copy book. Copying copy formats, by one agency of another's account, is frequent (e. g., the recent Renault series) but for an

agency to copy its own formula for two of its own clients must surely be inadvisable. Who wins? (1) Eastman doesn't because they lose their unique format; (2) Durez doesn't, because the copy approach is stale; (3) Rumrill doesn't, because both its clients will be on the phone for a few informal words with their agency service [see (1) and (2)]. From a glance at the

copy itself, wouldn't you say the same man might have written both pieces?

John Joss,
Public Relations and Advertising Editor, Southwestern Industrial Electronics Co., Houston.

• • •

He Does Read 'Playboy,' but Casket Ad Still Puzzles Him

To the Editor: Mr. F. Douglas Hayden, president of Hayden Advertising, Montclair, N. J., certainly pegged me right in his letter in the Oct. 26 issue. He said I was a reader of *Playboy* and I am! In my original letter criticizing his ad, I said I liked pictures of pretty gals. I still do. But since when did the judging of the esthetic value of an object become dependent upon imagination? If you have to use your imagination to decide whether an ad is in good taste, it seems to me that the ad is of doubtful virtue to begin with.

While flaying me for being a *Playboy* reader, Mr. Hayden significantly forgot to comment on the part of the ad I really found the most nauseating . . . the caption under the coffin which read, "Rest Assured, No Man Can Overlook These Facts." I assumed that this caption was an attempt at cuteness; a play on words describing both the coffin and the semi-nude. If this cuteness was intended, then I should apologize, but unfortunately I cannot, for then this ad is guilty of a far greater crime than just bad taste. It's guilty of being both unintelligible and in bad taste at the same time, a double-feature of mediocrity.

If it takes unfettered imagination to dream up the combination of casket, semi-draped figure, and a meaningless headline and then try to pass it off as portraying the beauty of life with a symbol of death; if it takes this type of creativeness to attempt to sell polyester resins, which was, after all, the assumed purpose of the ad, then I'm glad I haven't ever faced the facts and am classified as a dullard.

Gerald F. Gilbert Jr.,
Manager of Marketing, Atlas Mineral Products Co., Mertztown, Pa.

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TV Belong to Public? Only Via Advertisers: Dodge

To the Editor: I cannot agree that the "magazine concept" is the ultimate answer for all interested parties—sponsors, stations, networks—or to satisfy governmental agencies. It is far too easy and superficial to say that television is *like* magazines, or newspapers, or even radio, and should be treated as such. Advertising media could not be more dissimilar.

Never before in any media has editorial content, or programming, had such a direct relationship (in consumers' awareness) to accompanying advertising. Some advertisers, it is true, regard this fact with colossal indifference. Many others, aware that a misalliance of programming and commercials can produce undesirable or very negative reactions, have an abiding respect for their responsibilities in this area. For them, relief from such responsibilities would be no relief at all.

Adoption of the "magazine concept" in toto would be a futile effort to get rid of a presently critical problem while giv ng birth to a new problem of unknown proportions and unforeseeable solution.

You refer (in your editorial) to ". . . advertiser control and slavish worshiping of ratings." When did advertisers cease to be interested in the sheer size of magazine and newspaper audiences? And what are ratings but the best available indicators of audience size—hence program popularity—for television.

You further state that the airlanes belong to the people, not to the advertisers. I would suggest that newspapers, magazines, and the air used by radio belong to the people in exactly the same degree and just so long as advertisers continue to support these means of communication. The good, or the questionable, intentions of those responsible for content or format will not be altered by a change in the seat of responsibility. About all that could be accomplished would be to erect a further barrier between network and advertiser in their efforts to

arrive at mutually satisfactory programming that offers compensation to the public.

Let the television industry move in the direction of the "magazine concept" as it has done without the formalization of law or other undue pressures; but do not ask the thoughtful advertiser to forego his opportunity to accept the rights and responsibilities of sponsorship to which so much of television's progress has been due.

To my knowledge no network has yet relinquished its right to the final say as to what goes out over its air—or when. In other words, the accountability exists—as it always has—for both sponsor and network. The real issue is *judgment*, a talent most difficult to ensure through legislation.

B. W. S. Dodge,
Advertising Director & Sales Promotion, Gulf Oil Corp., Pittsburgh.

• • •

Retired Adman Asks Support for Moral Rearmament Program

To the Editor: Since retiring from Doyle, Kitchen & McCormick, I have not again practised advertising for a living. But our country is in mortal danger. I have given much thought to the new field of ideological advertising where it has now become literally a matter, not of advertising for a living but for our very lives.

Don Belding of Foote, Cone & Belding puts it this way: "The solution is not military defense alone, on which we have spent $400,000,000,000 since the end of World War II. It is more an ideological problem—not an economic, political or merely military one. We must do more ideologically.

"The work that MRA is doing is the most important thing to answer Communism. We must multiply it a hundred times to create a wave of ideological pressure that will roll Communism back. If this force does not win, people in the U. S. will not only not have their fortunes—they will not have their lives."

Clear-sighted advertising men like Mr. Belding, ideologically aware and trained, can help their clients to correctly understand and evaluate the true character and purpose of Communist tactics, such as Khrushchev's visit, and such tranquilizer phrases as "peaceful co-existence," "trade opportunities" and "cultural exchange." They can help them see the need and nature of the ideology America must have herself if we are going to survive. They can, in short, render the most valuable patriotic service it is possible to give.

I want to save my country. Don't you? Why shouldn't we in every field of advertising take on the job of awakening America to the true gravity and nature of her danger? Why shouldn't we acquaint her with the only realistic and convincing demonstrated answer?

The enclosed manifesto ["Ideology and Co-Existence"] will, I feel sure, mean a great deal to and for your readers in this connection, and to the business firms they serve . . .

Victor C. Kitchen,
Cedar Point, Mackinac Island, Mich.

Copies of "Ideology and Co-Existence" may be obtained from Moral Re-Armament, 640 Fifth Ave., New York 19.

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Butler's Comments on Type Collection Stir Some Memories

To the Editor: Kenneth Butler's piece in this week's [Oct. 26] AD AGE about the Robinson-Pforzheimer collection in New York makes me wonder if you know about its counterpart on the West Coast.

Bill Thorniley, longtime Seattle representative of the J. Walter Thompson Co., has in his home print shop a similar collection of old type faces, ding-bats, rules, etc., that I'm sure would come pretty close to Robinson's collection.

If AD AGE readers want to know more I'm sure a note to Bill (Wm. O. Thorniley, 5403 Forty-Second Ave., S.W., Seattle 16, Wash.) would get an enthusiastic response; or a visit, a warm welcome.

David C. Cory,
Englewood, N. J.

•

To the Editor: I thought you might be interested to know that some of the Robinson-Pforzheimer type collection in the New York Public Library was originally collected by my father, Geoffrey R. Higgins, who is now living in Evanston and working with Johnson & Johnson Advertising, of that city.

He and Elrie Robinson were good friends in days past, and when my father left the printing business in New Orleans to come north, he lent/gave Mr. Robinson several fonts of antique type, knowing that they would be in good hands.

I find it particularly poignant now to realize, as I order etches from New York to use in my work, that my primary interest in "The Horse and Buggy Printer" when I visited him was his huge collection of antique comic books (I don't know whether this collection was also acquired by the library—I remember being very impressed), and that I was never even aware that he did anything more than print small town small jobs.

Jane Bedno,
Bedno Associates, Chicago.

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'Band-Aid' Is a Trademark

To the Editor: In the April 13 edition of ADVERTISING AGE you used the phrase "what J&J did with Band-Aids . . . " While we appreciate your mentioning of our very valuable BAND-AID trademark and thank you for the advertising value of your reference, we wish to point out that this was a misuse of our trademark.

BAND-AID should always be spelled in capital letters, and it is never pluralized. It should never be used in such a way as to infer that it applies to any adhesive bandage, because it is used on a number of different products. It is important to specify whether you mean "plastic strips," "clear tape," etc.

Repeated misuse could cause this trademark to pass into the language and suffer the fate of such former trademarks as aspirin, cellophane and linoleum. We hope you will try to understand our feelings and help us.

Norman St. Landau,
Johnson & Johnson, New Brunswick, N. J.

AA is always careful to observe trademarks, but expecting us to print them in capital letters is going a bit too far. It's Band-Aid to us.

• • •

Add Account Changes Listing

To the Editor: Quite a listing, the one you folks carried on Pages 82 and 83 of your Oct. 26 issue.

And *New York News* could well have been listed in the "N" column:

To	From	Billings (Est.)
J. M. Hickerson Inc.	Cunningham & Walsh	$575,000

J. M. Hickerson,
J. M. Hickerson Inc., New York.

• • •

Questions 'Damndest' Spelling

To the Editor: Your Oct. 26 issue contains a full-page *Esquire* ad headed "The Things He Knows Are the DAMNDEST."

Why not "DAMNEDEST" (after DAMNED)? What is your authority for the (mis)spelling you use? Or if your spelling is intentional, what is the justification for it?

I hope it wasn't mere succumbing to the "bad" influence of Art Linkletter's book title, "Kids Say the *Darndest* Things"; for I have already extracted the publisher's (to me) feeble excuse that it was to distinguish from DARNED as the past tense of the word (sense) to mend. (In that case, what would happen were we to attempt to concoct a different spelling form for every different meaning or sense of the thousands of homonyms and many-meaning terms?)

I'm no purist; but, having some regard for the language of our country, I somehow cannot remain indifferent to philological callousness. And I feel that we *all* should feel equally concerned about these matters from the standpoint of children and their teachers' efforts in the schools toward teaching correct spelling and its rules. One example like this can undo many hours, days, or years of teaching.

At the same time, may I interest you in the Scholl ads, which, for many, many years (by Dr. Scholl's advertising agents' own admission), have carried the form *callouses* (for *calluses*) as a noun—so that here and there not only children but also grownups and publications, here and there, are beginning to forget about the calluses we suffer and are calling them callouses, like the adjective. And what is the gain—except needless confusion!

J. Lichstein,
Regina, Sask., Canada.

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What About 'Veni, Vidi, Vici'?

To the Editor: What do your readers think of *Veni, Vidi, Vici*, "I came, I saw, I conquered," as communication? In my about-to-be published book, "Marketing in Latin America," I state that such a message would be stirring . . . exciting . . . dramatic in any country in any century. (Personally, I believe that Caesar's hold on his soldiers and the Roman people was partly due to his ability to use such phrases as this.)

Arthur Grimes, vice-president of McCann-Erickson, disagrees about the potency of the phrase. He knows what makes good copy to an extent that I never shall, but the reactions of your readers will be interesting.

Frank M. Dunbaugh,
Associate Professor, Department of Marketing, University of Miami, Miami, Fla.

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Finds Woolf Piece a 'Corker'

To the Editor: Jim Woolf's stint in the Oct. 5 issue of AD AGE is a corker! Keep up the good work and crackpot advertising—usually the work of the untrained amateur—will be sold down the river and we'll see more Salesense and less Nonsense.

Advertisers who employ crackpot advertising should be consistent and begin hiring screwball salesmen.

A. J. Welch,
First Vice-President, Wilson, Haight, Welch & Grover, Hartford.

WFBM-TV more than doubles your Indianapolis potential

for every 10 "gas dollars" spent in Indianapolis Trading Area . . . there are $12 spent in its Satellite Markets.

More cars than you might suppose are pumping up service station sales in the satellite markets—even more than in the 18-county Indianapolis area. That's why this big Mid-Indiana market *is* different . . . and why this bonus coverage on WFBM-TV can change your ideas about television marketing.

Where else do you find such a widespread area covered by just *one* station, with no overlapping basic affiliates of the same network? Where else are these satellite markets 15% richer and 30% bigger than the Metropolitan Trading Zone itself?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Let us show you how to test regional marketing plans with amazing results. Write or call for more details.

Represented Nationally by the KATZ Agency

only basic NBC coverage of America's **13th TV Market** — *760,000 TV homes.*

INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with 90% television ownership!*

11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

CHANNEL 6 WFBM TV INDIANAPOLIS

OUR 10TH ANNIVERSARY

Warren Rogstad Merkle

Mr. and Mrs. Brown Haas

Horsley Agostino Cooke

BROADCASTERS SOCIALIZING IN SEATTLE—*Relaxing during a social hiatus in the midst of business sessions and meetings at the Seattle regional meeting of the National Assn. of Broadcasters were Bill Warren and Tom Rogstad, KOMO, Seattle; Joe Merkle, ABC-TV, New York; Mr. and Mrs. R. M. Brown, KPOJ, Portland; Saul Haas, KIRO-TV, Seattle; Frank Horsley, Pacific National Advertising Agency; James R. Agostino, KXLY-TV, Spokane, and Ted W. Cooke, KOIN-TV, Portland.*

Nemarow Adds Two Accounts

Nemarow Advertising, Vineland, N. J., has been appointed by Royal Industries Ltd., subsidiary of Crown Products, Chicago, to handle advertising for Royal Flush toilet tank ball. Nemarow also has been named to handle advertising for International Thai-Teak Council, New York, new non-profit organization promoting teakwood products made from Thailand.

Adna Karns to Muzak Corp.

Adna H. Karns, formerly media director of the New York office of Don Kemper Advertising, has been named manager of New York operations of Muzak Corp.

No Dull Moments in Small Car Field, Meltzer Predicts; Simca Proves Him Right

DETROIT, Dec. 1—There never will be a dull moment in the small car advertising field, surmised Richard N. Meltzer, head of the advertising agency bearing his name, when he made a presentation to Chrysler Corp. about a year ago. He landed the appointment to handle Simca advertising—and found his prediction borne out very well.

Richard N. Meltzer

The Meltzer agency is a newcomer to national automobile advertising, and is not old in any respect, having come into being in 1950. Until recently it was primarily a regional operation out of San Francisco.

The Simca account at present represents roughly one-half of the Meltzer business, but neither the agency nor Chrysler Corp., which markets the French car, is issuing figures on current expenditures. A guess on yearly billings would be in the neighborhood of $1,000,000. Simca has sold some 30,000 automobiles in the U.S. in 1959—about double the figure for the corresponding period a year ago, which was mainly before Chrysler took over Simca's American sales.

The amount of money to be spent in 1960 hinges on how the market goes. One thing Meltzer will affirm. The agency doesn't contemplate any "saturation" advertising.

"We just don't have the money," Mr. Meltzer explains. "It's generally a case of a spread in a few of the large magazines—*Life, Look, Time* or *Reader's Digest*—perhaps followed by selective coverage in area publications in key markets, with added use of newspapers and radio in these via support to dealer advertising efforts.

"Working under a relatively small budget allocation, we have to make certain every ad is the basis for promotional follow-up in the field."

■ With a background of working on small budgets, which first brought him into the automotive field in a limited way among dealers handling auto imports on the West Coast, the Meltzer agency knows quite a bit about stretching an advertising dollar. Mr. Meltzer recalls hooking a small Simca to an eight-ton bus and towing the bus for the benefit of local photographers when his agency was handling dealer ads in San Francisco. Efforts such as this one weighed for him when he made the presentation bidding for the Simca appointment in the U.S. and Canada.

■ Chrysler has increased the number of Simca dealer outlets in the

Get your copy

FREE!

It's all about Ad-type, our new, low cost, top quality process lettering now available in more than 400 faces. Looks like hand lettering but costs far, far less. We can give you immediate service. Call us today!

ADCRAFTERS inc.

732 South Federal Street
Chicago 5, Illinois
Phone: WAbash 2-6673

HOT OFF THE PRESS!

TELEGRAM'S ANNUAL 1959 GROCERY PRODUCTS SURVEY

Packed with information!
Find out how your product's doing (and your competition) in this

10½ MILLION DOLLAR MARKET

TEMPLE TELEGRAM

represented nationally by Texas Daily Press League

U.S. roughly 50% since it bought into the Simca organization and took over U. S. and Canadian distribution last year. There are about 725 dealerships in this country at present and an additional 300 in Canada. Heaviest U. S. concentration is on the East Coast, in Florida and on the West Coast. Central U. S. marketing areas are being strengthened.

Simca advertising has been aimed at servicing this growing dealer group. An example was its campaign in support of placing a car's engine in front; it took a timely and aggressive tone last summer, when this issue was just starting to warm up as a disputed point among the Big Three's new small cars.

Simca is competing directly in the broad price group which includes the less expensive imports (Volkswagen, Fiat, Opel, Renault, Vauxhall and Anglia) and the new domestic compact cars. It quotes a port of entry price of $1,567 ($1,698 including federal excise and distribution and handling costs).

Simca bought to its limit in the national publications, then fired its other guns through distribution of a dealer kit and an outline of this advertising approach in its new bi-monthly dealer publication, "Simca U.S.A.," which has a distribution of about 6,000.

■ Broadening of the Meltzer agency's responsibility on Simca came with its selection to handle Chrysler International's advertising for the make. Mr. Meltzer has just returned from a European trip in connection with this assignment and has set up Paris facilities through James Jones & Co., long established in France and in Geneva, the European headquarters of Chrysler International.

Under this new arrangement the Meltzer agency also will supply creative and planning service for Simca around the globe, through three regional zones of Chrysler International, centered in London for the sterling countries, Havana for the Latin American countries, and Rotterdam for other areas where trade is conducted. The zone organizations contact media through their own agencies in the countries being covered.

■ Mr. Meltzer is a native of New York. He attended St. Lawrence University, studying law, and was admitted to the bar and practiced briefly before entering the Navy, where he served as a navigation officer through nearly the entire period of World War II, in both the Atlantic and Pacific areas.

"I probably stayed on in San Francisco after discharge just because that town looked so good to me after nearly four years of sea duty," he said, asked why he did not follow his legal training and how he happened to land in advertising.

"I had first contact with advertising through radio, where I broke in as an announcer," he explains. He then got a job selling radio time for KLX, the *Oakland Tribune's* station, and later sold for KJAS, San Francisco, for a time. He acquired some additional experience in the trade magazine field, including some writing. He developed an interest in tv, which was just opening up, and in 1949 started his own agency, Consolidated Advertising. In August, 1950, Richard N. Meltzer Advertising was formed.

■ Wallace X. Aron, exec vp, joined the Meltzer agency at the end of 1951, and Richard Leman, another vp, joined at the end of that year. The agency is still small in staff, numbering 38 persons, 28 of whom are in San Francisco. There are eight persons in the Detroit office, opened in September, 1958. The New York office has

FRONT-ENGINE—*This is one of Simca's small-space ads.*

two.

Working on the Simca account are Newton Free, account executive in Detroit; Robert MacGregor, recently of MacManus, John & Adams, who joined to act as dealer coordinator; Dennis Altman, copy chief, located in San Francisco, and Frederic S. Schouman, who is director of the Simca news bureau in Detroit and editor of "Simca U.S.A." The bulk of media creative work and billing on Simca is handled in San Francisco. Service, promotional and all collateral work is located in Detroit.

■ Mr. Meltzer has no fulltime headquarters, dividing his time between New York and San Francisco, with much travel in field contact work. He has covered approximately 100,000 miles by air in the past year, he estimates. #

Friend-Reiss Names Two, Adds Dictation Disc

Friend-Reiss Advertising, New York, has named Mrs. Harriet Olguin, formerly creative director of Gore Smith Greenland Inc., vp and creative director and Irv Tempkin, formerly with Columbia Pictures, senior art director.

Friend-Reiss has been named to handle advertising for Dictation Disc Co., New York, which markets a home stenography course on records. Ads will be placed in secretarial, women's fashion and service publications, but the schedule has not been set yet. Major Advertising formerly handled the account.

Lochrie Named Birds Eye A.M.

Howard Lochrie, formerly product group manager for fruits and vegetables, Birds Eye division of General Foods Corp., White Plains, N. Y., has been appointed advertising manager of the Birds Eye division. He will report to W. P. Casey, who continues as advertising and merchandising manager of the division, and will be succeeded by Amil Knudson, as product group manager.

Tobin Elected Marketing VP

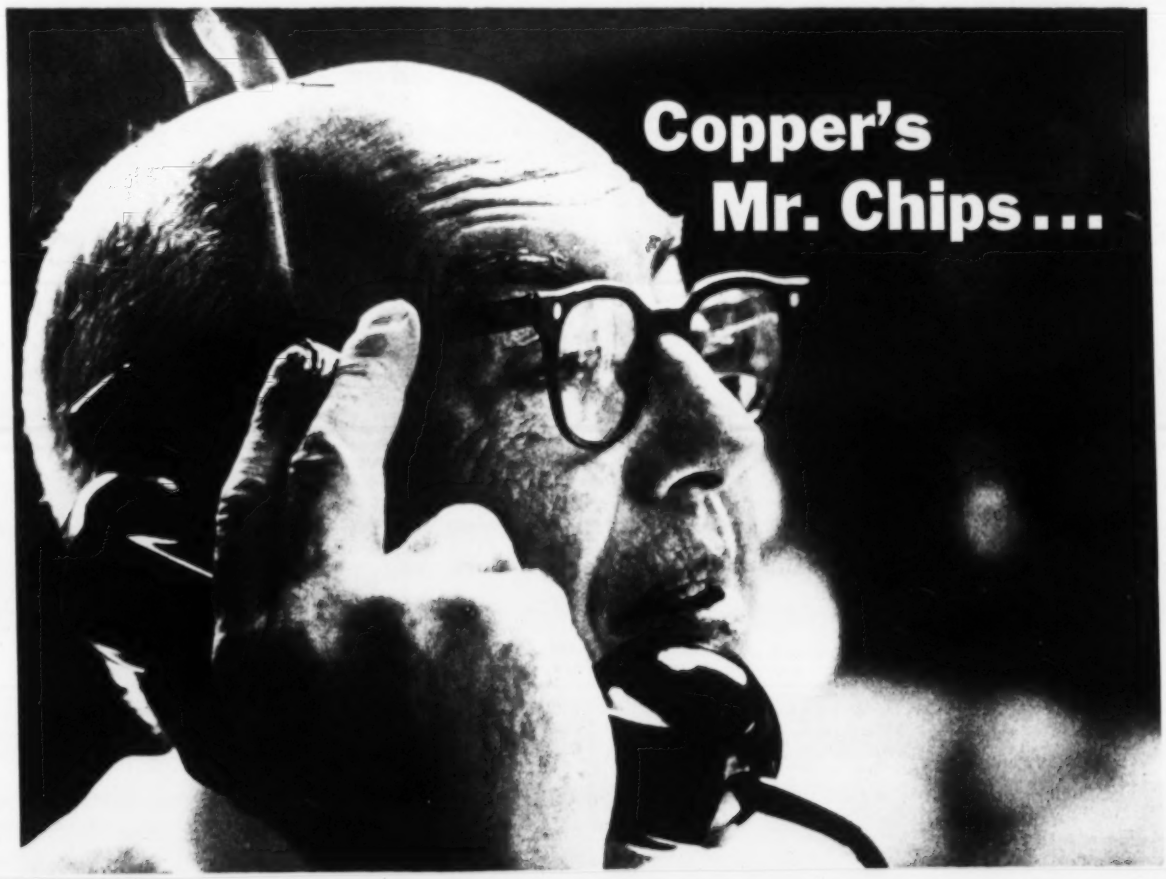
John F. Tobin has been appointed marketing vp of the industrial division of American-Standard, Detroit. Mr. Tobin has been with American-Standard since 1923, having served most recently as regional manager of the industrial division.

IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p —$25.00. Send for your copy today!



NORBERT J. LANGER... Bald and bespectacled Norbert writes with the authority of a person who has seen much and forgotten little. His beat includes the copper and zinc markets.

Norbert Langer has been watching developments in the world copper market for more years than he cares to recall. The cabled reports on copper and zinc received daily by the AMM form the skeleton for Langer's comprehensive articles. The meat comes from his closely guarded "telephone list."

Years of daily contact enable Norbert to catch the nuances in an executive's replies to his searching questions. Thus, a company spokesman's comment that his firm is "at the end of the rope," indicates to Langer that a price change is on the way.

Norbert Langer is one of the team of experts that other experts read regularly in the American Metal Market.

Read page by page first thing every morning of every working day by more than thirty-one thousand of industry's top metal buyers.

Not simply because they want to, but because they have to... because AMM's daily news and market information is vital.

So vital, in fact, that they pay more than a quarter of a million dollars to read it. So vital that they pay a top subscription rate of $24.00 a year!

AMERICAN METAL MARKET
18 Cliff Street, New York 38, N. Y.

AMERICAN METAL MARKET

...as vital to metal buyers as the ticker is to Wall Street

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

"CRIME DOES NOT PAY", long a favorite criminological catch phrase in any language, now appears to have lost its utter simplicity in the face of twentieth century sophistication. At any rate, a police station in the capital of a Western European nation recently posted this notice:

Persons Wishing to
Turn Themselves In
Must Do So
Between 9:00 A.M. and 3:00 P.M.

So not only does crime not pay, but it seems to us, they're making it pretty darn inconvenient to pay for it!

* * * *

A limited supply of our 1959 Survey of Super Market Shoppers remains for those who will run, not walk, to the nearest mailbox with a request for it.

SURVEY OF
Super Market Shoppers
their
Buying Habits and Attitudes

Prepared by
BEN L. SCHAPKER
Merchandising Director
BURGOYNE GROCERY & DRUG INDEX, INC.
CINCINNATI · CHICAGO · PHILADELPHIA
1959

In previous columns we mentioned a few of the questions relating to shoppers' buying habits and attitudes, which are covered in this 1959 Survey. Agencies and advertisers who have seen the survey are high in their praise of it—especially the way it delves into the "whys" and "wherefores" that motivate shoppers in the course of their weekly grocery buying. No point in going into the questions themselves—send a buck to the address below and get a copy of the Super Market Survey for your own perusal. If you don't like the Survey, send it back and we'll return your dollar in good condition.

* * * *

We'll also be happy to send you an up-to-date copy of our test-city locations—showing the more than 50 top markets in which the Burgoyne organization is permanently set up for store audits. Send for a copy!

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

MAGAZINE MISSIONARIES—*Adman Henry Mayers and Mrs. Mayers as they appeared in tv interview in which they asked for magazines to be sent abroad.*

Mayers Sets 1,000,000-Copies-a-Month Goal in 'Magazines for Asia' Campaign

LOS ANGELES, Dec. 1—Long active in urging greater and more effective American propaganda activity abroad, Henry Mayers, with his wife Sophie, now has a "people to people" project designed to negate the "ugly American" concept among Asians.

Mr. Mayers is president of Davis, Johnson, Andersen & Colombatto, formerly the Mayers Co.

Called "Magazines for Asia," the Mayers idea is based on the belief that rather than being suspect as U. S. government propaganda, American magazines enable Asians to "look through the window" and see the real America. As such, he believes, they are an authentic voice of America.

The project had its genesis in 1958, when Mr. and Mrs. Mayers took an extended tour of Asia. Observing communist propaganda in this area, they concluded the average American has no conception of the volume and intensity of the hate inciting propaganda about America that daily is being poured into uncommitted Asian countries by Russia and Red China, via radio, newspapers and other literature.

■ At the same time, they felt, communist propaganda falls on barren soil when people have an opportunity to learn about the real America. When they see an American magazine showing how we live and think, it becomes a window to the outside world. This fact, plus an "unlimited hunger" for American magazines, resulted in the Mayers' decision to do something about it.

As a result, early this year, Mrs. Mayers wrote one Indonesian newspaper offering to send English-speaking people used American magazines. Expectations were that perhaps a few hundred such requests would be received. Instead, there were 2,500. Although Mr. and Mrs. Mayers handled as many requests as they could, and interested many of their friends in the idea, they still fell far short of taking care of the requests.

■ Among those they told about the project was Jack Chase, producer of "Cavalcade of Books," on KNXT, Los Angeles. Thinking the idea worthy of publicity, Mr. Case had them on his program last March to explain the idea and to appeal to listeners to take part.

Listeners were asked to send a self-addressed, stamped envelope to a box number, and indicate the magazines to which they subscribe. Then, they were told, "you will receive a letter from an Asian and instructions for sending a magazine to him." More than 3,000 viewers, from San Diego to Santa Barbara, responded to the appeal.

Impressed by this, Austin Heywood, director of promotion and information services for the station, discussed the project with the adman and his wife and decided it would be a good community relations project. To increase its scope, the station then sent 100 letters to newspapers in 12 Asian countries, repeating the offer over Mrs. Sophie Mayers' signature.

As returns started coming in from Asians at the rate of 500 a day, the project was given further publicity on KNXT news programs, and a series of three one-minute spots were filmed, along with six slides for off-camera announcements. This intensive promotion began the past summer, with some 20,000 Los Angeles area viewers writing that they would participate by sending at least one magazine a month to an Asian whose name was furnished them.

■ Currently, on-the-air promotion is designed to balance "demand" for magazines with "supply" of them. Promotion is suspended when the inventory of requests from Asians goes below 500 and resumed when it exceeds that number.

In addition to the on-the-air promotion, KNXT also produced a folder giving complete information about the project, and arranged for distribution of 125,000 copies through the Arrowhead & Puritas Waters Co., with which it has a regular contract to distribute 32,000 program promotion pieces weekly.

The handling and processing of the requests from Asians has been handled by Sophie Mayers and a group of volunteer women. The most important job is to match up requests with magazines offered by Americans, i.e., teen agers with teen age magazines, professional people, etc.

■ There is a shortage of certain types of American magazines, in terms of requests. As explained by Mr. Mayers in a second appearance on the KNXT book show, "We need more American offers of specialized magazines. Also, certain wide circulation magazines, like *Popular Mechanics*. That's an excellent one to send to Asia, because it shows how many Americans enjoy working with their hands. You know millions of Asians imagine that all Americans look down on manual labor."

Recently, in an effort to get more offers of *Popular Mechanics*, Mr. Mayers asked the publishers for names of subscribers in the Los Angeles area. The response was 1,000 addressed envelopes which were used to write a letter directed to *Popular Mechanics* readers asking for their participation.

Although the job already done is impressive, Mr. Mayers regards it as a "test campaign." He feels that to be truly effective, "Magazines for Asia" should be responsible for at least 1,000,000 copies a month going into Asia.

He points out that the U.S. Information Service in seven Asian countries has indicated its faith in the effectiveness of magazines by action supporting it. Such action includes carrying a coupon with the offer in publications it issues in Asia. Parenthetically, Mr. Mayers appreciates the support, but says the coupon is not nearly as effective in arousing interest of Americans in participating as a letter. "The friendship angle can often be more important than the magazines themselves," he says.

■ Mr. Mayers has set two objectives as necessary to the goal of 1,000,000 magazines monthly. The first is a special postage rate. As the first step, he has assurance from Rep. Chet Holifield (D., Cal.) that he will introduce the necessary bill. He has prepared a five-page summary of the project, which will go to members of House and Senate postal and foreign relations committees.

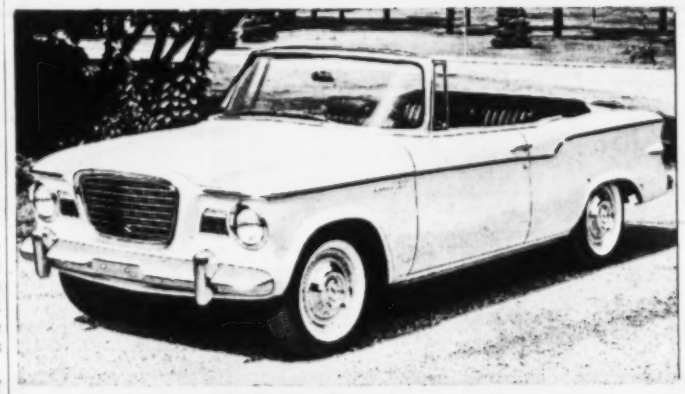
In arguing the need for a special rate, it is pointed out that "it costs 20¢ or more to mail overseas a single copy of *The Saturday Evening Post*. Under second class mailing privileges, it costs the publisher about 3¢ to mail the average copy of the *Post*. A comparable low rate—perhaps 4¢ per individual magazine mailed overseas—would be logical, and no burden to the U.S. Post Office."

Mr. Mayers contends that "Magazines for Asia," and other similar projects, including "Magazines for Friendship," are being "thwarted by a penalizing U.S. postage rate that exceeds Post Office handling costs."

■ The second objective is to get general support from all mass media. He envisions this as (1) television and radio support similar to that given by KNXT, and (2) boxes explaining the project and asking for reader cooperation, appearing in all magazines. #

ANOTHER PRODUCT of the

DIVERSIFIED SOUTH BEND, IND., MARKET



The 1960 Studebaker Lark Convertible . . . New addition to a proven line of fine cars.

The South Bend market area has manufacturing plants in all the Federal Government's 19 Standard Industrial Classifications. This wide diversity of industry provides South Bend households with a combination of employment and buying power that is hard to beat. So it's only logical that aggressive retail businesses are attracted to the area. Millions of dollars have been spent (and more are on the way) for new super-markets, shopping centers and department stores. You will want to tell your product story in this rich South Bend market. And you can do it effectively and economically because this market is:

Covered by One Newspaper

The South Bend Tribune is the selling medium of the South Bend market. Only The Tribune can give such complete coverage as this: 100% saturation of the City Corporate Area; 92.2% of the Metro Area; 62.4% coverage of the 7-county, ABC retail Trading Zone and sales producing circulation of the 12 counties surrounding it. Get all the facts about the South Bend Tribune and the rich area it covers. Write today for free market data book.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market:
Seven Counties, over
One-Half Million People

Franklin D. Schurz, Editor and Publisher. Story, Brooks & Finley, Inc., National Representative

FTC Sets Rally on False Ads for Consumer Groups

(Continued from Page 1)
of the consumer. Among them: Consumers Research Inc.; Consumers Union; Cooperative League of the U.S.A.; Council on Consumer Information; National Assn. of Consumers; National Consumers League and Consumer Roundtable.

Also such groups as the American Farm Bureau Federation; the AFL-CIO consumer committee; National Grange; National Board of YWCA; National Council of Farmer Cooperatives; National Farmers Union; National Assn. of Broadcasters; Assn. of Better Business Bureaus; National Better Business Bureau and American Society of Newspaper Editors.

■ The meeting is to be restricted to the 47 invited groups, FTC said, because of its "experimental" nature. The press is to be admitted.

FTC said the idea for the meeting originates with an inter-agency study group sponsored by the President's Council of Economic Advisers, which proposed that the government do more to alert consumers to major enforcement problems. Participation in the FTC meeting by Raymond J. Saulnier, chairman of the council, symbolizes White House endorsement of the project.

The agenda calls for discussion Dec. 21 of the following general subjects: Fictitious pricing, bait advertising, trickery in direct selling (such as is frequently found in the sale of books, nursery products, fire detection systems and real estate), and false advertising and labeling of fabrics and furs.

On Dec. 22 the program is to include spurious offers of self-betterment opportunities (such as phony correspondence schools, make-money-at-home schemes and vending machine gyps).

■ In addition to FTC people, the session on fictitious pricing and bait advertising will include speakers from Assn. of Better Business Bureaus, Consumers Union and the American Home Economics Assn. At the direct selling practices session, the panel, in addition to FTC people, will include a speaker from Farm Bureau, General Federation of Women's Clubs and the Minnesota department of business development. At the Dec. 22 meeting on employment opportunities, participation is planned by speakers from AFL-CIO, National Professional & Business Women's Clubs and Assn. of Better Business Bureaus. #

Dailies Have Own Payola, Overplay Radio's: Sweeney

(Continued from Page 1)
situation.'

"Clean up the society page, where the ugly duckling daughter of the department store owner appears every time she sips a cup of tea. Clean up the police news situation in many cities, where a leading retailer has to commit first degree murder to get on Page 1—something unimportant like drunken driving scarcely gets him a line. Clean up the automobile page, the sports page, the real estate section and amusement pages, where so-called news stories are allocated strictly on a trick-or-treat basis.

"Payola is a news story. It belongs in every newspaper, tv newscast, and radio newscast, but in proportion to its importance, and only where it's news," Mr. Sweeney asserted. #

Last Minute News Flashes

Pullman Standard, Ingersoll Milling Name Waldie

CHICAGO, Dec. 4—Pullman Standard and Ingersoll Milling Machine Co., Rockford, have switched their advertising accounts from Fuller & Smith & Ross to Waldie & Briggs. The accounts follow Edward J. Lauesen and W. R. Ceperly, who left F&S&R (AA, Oct. 12, Nov. 23) to join Waldie & Briggs. Pullman Standard bills an estimated $200,000; Ingersoll Milling bills more than $50,000. AA last week reported the departure of Pullman from F&S&R (AA, Nov. 30).

FTC Charges 3 Record Manufacturers with 'Payola'

WASHINGTON, Dec. 4—First payola litigation breaks here this weekend, with Federal Trade Commission complaints against three record manufacturers and six distributors for "deceiving the public and restraining trade" through concealed payments to disc jockeys. Manufacturers named are RCA and London Records, both New York, and Bernard Lowe Enterprises, Philadelphia. Five of the distributors are headquartered in Philadelphia, the sixth in Cleveland.

Ludgin Gets Oz Peanut Butter; Other Late News

• **Swift & Co.**, Chicago, has named Earle Ludgin & Co., Chicago, as agency for its Oz peanut butter, which has limited distribution throughout the country. No advertising has been done for the brand since it was resigned, along with other Swift products, by J. Walter Thompson Co. in March, 1958. McCann-Erickson handles advertising for Peter Pan peanut butter, marketed by Swift's Derby Foods division.

• **Elias A. (Tony) Garcia,** formerly assistant general sales manager of the southern area for P. Ballantine & Sons, has joined Goebel Brewing Co., Detroit, as general sales manager and director of advertising. This is the second time around for Mr. Garcia, who joined Ballantine in 1935, switched to Goebel in 1946 and went back to Ballantine in 1957.

• **The household products division of Colgate-Palmolive Co.**, New York, has assigned a new, unnamed product to Street & Finney, New York.

• **James A. Stabile,** vp in charge of the new standards and practices department at NBC, New York (*see story on Page* 6), moved Friday (Dec. 4) to "put the network in direct control of arrangements for obtaining prize merchandise."

• **Business Week** will run an "Open letter to Leo Burnett" Dec. 8 in the *Chicago Tribune, Cleveland Plain Dealer, Detroit News, New York Herald Tribune, New York Times* and *Philadelphia Inquirer* to refute statements he made last week before the Magazine Publishers Assn. (*see story on Page* 1). Needham, Louis & Brorby is the agency.

• **David H. Grayson,** formerly with Ogilvy, Benson & Mather, and Edmund F. Lindner, formerly with Ted Bates & Co., have joined Benton & Bowles, New York, as copy group head and copywriter, respectively. Both are drug specialists. Mr. Grayson, a veteran of 16 years in the agency business, also has been with Parkson Advertising, Ted Bates and the old Biow Co. Mr. Lindner, who worked on the Miltown account at Bates, has also been with Cortez F. Enloe Inc.

• **Motorola Inc.**, Chicago, will boost its 1960 ad budget 25% over the 1959 budget, and will use outdoor nationally for the first time next year. The company will introduce the nation's first mass-produced transistor-powered fm car radio in February, and it will promote the new $125 set in trade publications, magazines, outdoor and newspapers in key markets, starting in February. Leo Burnett Co., Chicago, is the agency.

• **Halsam Products,** Chicago, manufacturer of wood and plastic toys, has appointed Reach, McClinton & Co., New York. The account will be handled jointly with Reach, McClinton & Pershall, Chicago. The company has been placing its own advertising.

• **C. Douglas Morris,** senior vp of Lambert & Feasley, has resigned, effective Dec. 31. He said he will announce his plans later.

• **Robert C. Barker,** formerly vp and account supervisor on the departing RCA account at Kenyon & Eckhardt, has joined Compton Advertising as vp and account supervisor.

• **Jerome D. Luntz,** associate publisher and chief editor of *Nucleonics*, McGraw-Hill publication, has been appointed publisher, effective Jan. 1. He succeeds James Girdwood, who has been publisher of both *Nucleonics* and *Electronics*, and who will continue as publisher of the latter.

• **Sunsweet Growers,** San Jose, Cal., launches its biggest ad promotion next year. An eight-page recipe insert for prunes, "Visions of Sugarplums," breaks in the February *Coronet*. The booklet will be offered in subsequent ads in *Everywoman's Family Circle, Good Housekeeping, Life, Woman's Day* and others. For the fifth year, Sunsweet joins Sun-Maid Growers of California in a "Winter Carnival" spread in *Ladies' Home Journal*. Sunsweet will also use NBC's "News on the Hour" over 200 radio stations coast-to-coast. Long Advertising is the agency.

• **Spear, Leeds & Keelogg,** New York investment company, has named Dickerman Advertising, New York. Doremus & Co. is the former agency.

• **Kerid,** distributed by Blair Laboratories, Shore Hills, N. J., is one of three ear-wax removers being voluntarily withdrawn from the market, the Food & Drug Administration announced today. FDA said all three had previously been cleared as safe for sale without prescription, but subsequent use produced instances of temporary swelling, soreness of the ear and rash. The two non-advertised products also involved were Cerulav (G. V. Harvey Co.), and Cerumenex (Purdue Frederick Co.), both of New York. Doyle Dane Bernbach, New York, handled Kerid advertising.

• **Sheldon B. Sosna,** vp and copy supervisor at Grant Advertising, Chicago, will join Doherty, Clifford, Steers & Shenfield, New York, Jan. 1 as a vp. His position at Grant will be filled by John Rowan, who is now a copy group head at Marschalk & Pratt, New York.

• **American Petroleum Institute** has appointed Jones, Brakeley & Rockwell, New York, to handle its oil drain information program, a new project sponsored by the institute's lubrication committee.

Car Ads Canceled During Steel Strike Lost, Gone Forever

(Continued from Page 2)
Dec. 9. General Motors has had virtually four weeks of non-production on passenger cars.

On long range, auto production for the year has been good, about 5,092,000 up to Dec. 1, as against 4,431,000 for the first 11 months of 1958. The steel shortage is estimated to be costing the auto industry some 700,000 units in total 1959 production, knocking down the optimistic mid-year predictions by some that it would surpass 6,000,000.

Despite the steel situation, sale of U. S. compact cars finally has forged ahead of sale of small import cars. They were running neck-and-neck in the first week of December, about 550,000 each, the first time this year in which domestics have not lagged. With Rambler and Lark alone in the domestic field, the first nine months saw imports leading 455,000 to 373,000, but U. S. compacts outsold imports by about 25,000 in October and 44,000 in November. Foreign car imports will end the year with about 600,000, which will still stand as a fat year for the imported car distributors.

■ Due to the steel strike shutdown mainly, Ford's regular size cars are now moving ahead of Chevrolet in production, with a virtual tie at around 1,250,000 as of Dec. 1. Ford is expected to gain until Chevrolet resumes full production. The GM shutdown also probably cost Pontiac what chance it might have had of taking third place in production from Plymouth.

GM was apparently betting on a quick steel strike settlement and failed to stockpile to the extent that some other auto makers did. November production figures confirm this:

November Auto Production (Units)

	1959	1958
GM (U.S. & Canada)	13,323	269,958
Ford	117,485	113,583
Chrysler	62,748	62,944

At one time, 215,000 GM employes, out of a total of 320,000, were laid off work.

Production planning for the first quarter of 1960 is healthy. If steel does not strike again in January the industry is aiming for a new high of 2,240,000 cars in the first three months, which will pass by more than 100,000 the first three months of the record year of 1955. It will be 42% above the first quarter of 1959 and 87% above the last quarter. #

New GE TV Camera Tube Cuts Colorcast Costs

General Electric Co. has produced an image orthicon tube for color tv cameras that requires only a tenth the lighting previously needed for color telecasting. The development means tv stations won't have to make big investments in lighting and air conditioning systems to begin telecasting in color. It also simplifies coverage of sports events where lighting often can't be controlled.

GE developed the tube at the request of Crosley Broadcasting Corp. which owns five tv stations in the Midwest and wanted to cut its lighting costs. The tube was first used Nov. 21 and 22 for colorcasting two National Basketball Assn. games over Crosley's WLW-T, Cincinnati. The experiment is reported to have been very successful.

Waldie & Briggs Boosts Wall

Raymon M. Wall, account manager of Waldie & Briggs, Chicago, has been promoted to vp and account supervisor in the industrial division.

NBC Sees Clients First; Agencies Hit MD Radio Net

(Continued from Page 2)
by ethical drug manufacturers.

■ The admen who attended last night's meeting were from agencies specializing in ethical drugs. NBC gave them this rundown:

Three daily 15-minute medical programs will be open for sponsorship. There will be three minutes of commercial time in each 15-minute segment. Each of these programs will be re-broadcast three times a day, giving the doctor four times to catch each program.

■ NBC is asking $338,000 in time and production costs for its 52-week schedule. Of this sum, $288,000 will be for production. Since NBC will produce the programs, agencies will be able to apply commissions only on the $50,000 facilities cost. In other words, the maximum commission for an agency handling a sponsor will be $8,000 a year.

In response to questions, NBC revealed that it is projecting a national audience of 125,000 doctors and an annual cost per advertiser of $1,000,000.

Following the presentation, the agency men fired a series of hot questions at Henry Sjorgren, project manager, M. A. Beville, NBC planning and research vp, and Fred Horton, who has been named sales manager of the new service.

■ Obviously miffed, the agency men wanted to know such things as the following:

How is the doctor, already pressed for time, going to find free time for a new medium?

Is this going to take money away from print budgets?

Why is sponsorship only available on the 52-week basis? This rule, several agency men complained, rules out all but the biggest advertisers.

Why is the cost-per-1,000 so high?

How are sponsors going to tell whether the doctor is listening to the commercials?

■ The NBC executives tried to soothe the ruffled feelings by pointing out that this is a new medium that needs a chance. Mr. Beville recalled that similar objections were raised about television.

One of the NBC officials suggested that the appropriations for the new medium might represent "new money." To which one agency man replied, "You don't know our clients."

■ Speaking off-the-record after the meeting, several of the agency men explained that there was a good deal of resentment among this group because NBC has already gone over the heads of agencies to see clients.

The medical director of one leading agency said, "That's not the right way to go about it—sell the clients first and then explain the plan to the agencies. These people are offended."

NBC has been seeing pharmaceutical companies about the medium. Lederle Laboratories division of American Cyanamid Co. has already agreed to become a sponsor and Mr. Horton said several other commitments have been obtained. According to ethical drug sources, NBC has also gotten okays from the Wyeth division of American Home Products Corp. and Chas. Pfizer & Co. #

FTC Chat with Top Broadcasters Is Mild

(Continued from Page 1)

casters over the value of what had occurred. Some wondered whether it was necessary to bring the whole top command of each network here for briefings of this type.

But FTC staff people who sat in as observers said many promising opportunities for future cooperation were uncovered during the meeting. And Chairman Earl Kintner expressed confidence the meeting will lead to cooperation at the staff level "for many years to come."

■ With the five FTC members sitting on one side of the conference table and six of the industry's top leaders on the other, each network president gave a skeletonized description of the continuity acceptance methods of his organization. NAB spokesmen outlined monitoring operations and recent disciplinary actions of the code review board, but begged off from any comment on code amendments which are to be considered by the association's directors this weekend.

As spokesman for the FTC, Chairman Kintner told the broadcasters deceptive advertising is by no means the exclusive problem of the broadcast media.

■ Emphasizing that "the time to strike is while the iron is hot," he said the industry and the commission have a great opportunity "to do a clean-up job," and that he hopes the determination voiced by the industry leaders today will "trickle down to the thousands of individuals and advertisers who make up the industry."

Mutual's president, Robert F. Hurleigh, commented at one point that "the very fact that FTC is holding the meeting to turn a spotlight on the problem is sure to make stations more conscious of their responsibility."

■ Chairman Kintner reminded him: "The spotlight isn't on you alone but also on the commission and the way it discharges its responsibility to the public."

He confirmed that FTC expects to get an emergency appropriation to increase its activity during the remainder of the current federal fiscal year, and that it is asking for a substantial budget increase next year.

"We mean business," he emphasized. "We are going to stay with this as long as necessary."

In the broadcast field, Chairman Kintner observed, the industry must do much of the clean-up job, particularly in such areas as taste and timing, which are beyond the reach of the FTC.

He said today's meeting with broadcast leaders will be followed later by meetings with spokesmen for agencies and leading advertisers.

■ The impact of Chairman Kintner's observations were frequently softened by the context in which they were offered. Conversation was informal and friendly. The commissioners, who at this point have only a casual background in the operations of the industry, were interested in basic information. Only infrequently did their questioning indicate they might be taking some of the presentations at less than their face value.

■ Networks presidents reminded the commissioners that many of the irritating commercials which bring complaints from the public originate with individual stations between network programs. Under questioning by Commissioner William C. Kern, NBC's president, Robert Kintner, explained how spots are inserted by stations between network programs.

"But in applying the blame, the public has no way of distinguishing whether it is the network or the station that is at fault," the commissioner observed.

In addition to the presidents of all three tv networks, and the responsible officers of NAB, the industry delegation included Mr. Hurleigh from Mutual, and a cadre of top aides from ABC, CBS and NBC. Among them were Joseph Ream and James Stabile, who have been appointed by CBS and NBC, respectively, to conduct review of practices and standards. Observers were on hand from congressional committees investigating tv, the FCC and the Department of Justice.

In a last minute decision the press was also admitted.

■ Chairman Kintner said this decision was made "to avoid any subsequent question that FTC had anything to hide or that the industry had anything to hide."

Some industry people felt the discussions might have been more penetrating if the press had not been present. But Chairman Kintner said afterwards he felt "a useful purpose was served."

In the opening pleasantries, FTC's Kintner and NBC's Kintner established that they were meeting for the first time, and that so far as they know they are not related. "Neither are we on each other's payrolls," NBC's Kintner said.

■ As lead-off spokesman, NBC's Kintner emphasized he had nothing new to report. In sketching continuity procedures he emphasized that the basic relationship of the continuity department is with the advertising agency, with the network receiving data under the agency's signature.

At this point Commissioner Kern broke in to say, "I am cynical enough to believe reformation comes hard on Madison Ave." The air became a bit charged as Commissioner Kern commented, "I believe agencies should be joined with advertisers when complaints are issued." NBC's Kintner commented that so far as the network is concerned, "advertiser and agency are one."

■ But FTC's Kintner interjected: "The sponsor holds the money bags" and has the ultimate responsibility. His namesake across the table said, "I wouldn't quarrel with that."

Mid-way through the conference, ABC President Oliver Treyz decided the time had come for a kind word about sponsors.

"I would regret it," he said, "if the thrust of this meeting were a condemnation of advertising.

"We are discussing a medium supported by advertisers who are putting $1.5 billion a year into it. It would be unfortunate if there were any implication that advertisers as a whole are responsible for the misdeeds of a few."

■ FTC Chairman Kintner assured Mr. Treyz he shares these sentiments. "But the record as far as FTC is concerned shows we have had to put an increasing share of our small resources into it to do the job. We have had to conduct more investigations. We have issued four times as many complaints as five years ago. There has been an increase rather than diminution of activity," he said.

"But," said Mr. Treyz, "advertising as an industry has grown tremendously. It is like having more accidents because you have more cars on the road. The number of violations may be higher, but that doesn't necessarily show the percentage of violators is higher."

■ Commissioners displayed particular interest in the report of NAB Code Board Chairman Donald McGannon, who told about NAB's crackdown on "intimately personal product" advertising, including the decision to lose 35 members rather than back down from code enforcement. "I don't think people are aware of the efforts you have been making," Commissioner Robert T. Secrest said.

Mr. McGannon's statement that the code board is monitoring commercials at the rate of 100,000 hours a year impressed the commissioners. Commissioner Secrest indicated this is certainly a point where more cooperation between NAB and FTC could pay off.

NAB president Harold Fellows expressed regret that no transcript was made of the meeting, "because it would certainly help us get members." Chairman Kintner assured him: "Write us for whatever statement is needed, and it will be forthcoming in strong terms." #

IT SOLD—*Quality pitch by Siesel agency helped Dinner-Redy double sales, insure sale to Lever and cost agency the account.*

Steinberg's Chain Offers Choice on Stamp Redemption

Steinberg's Ltd., a Montreal-based Quebec food store chain, is allowing its customers the alternative of redeeming trading stamps for premiums or merchandise. The scheme allows customers a $2.25 merchandise voucher for each book of 1,500 stamps, which represents $150 in purchases.

Sam Steinberg, president of the chain, said the action was taken in view of the report issued by the Royal Commission on Price Spreads, which was critical of trading stamp operations.

P&G to Elect McElroy

Neil H. McElroy, who resigned as president of Procter & Gamble Co., Cincinnati, in August, 1957, to become Secretary of Defense, is expected to be elected board chairman of the company when he returns. Mr. McElroy resigned his defense post this week. P&G's present board chairman, Richard R. Deupree, is retiring.

K&E Seen Choice for Lever's New Dinner-Redy Unit

(Continued from Page 1)

week went something like this: Dinner-Redy represents a major expansion by Lever into the packaged foods business. While billings may be small at the start, the account has a multi-million-dollar potential.

■ In addition, it is no secret that K&E is interested in improving its position at Lever House. The agency currently handles only three products for Lever—Handy Andy, Praise and Spry.

In other words, faced with a Wilson vs. Lever choice, there is no question to K&E's preference.

The story has an ironic sideline. It is a story of how an agency can do so well for a client that it eventually loses the account.

Dinner-Redy was at Paris & Peart and L. H. Hartman Co. before coming to the Siesel agency last April. Eugene Brown, president and founder of the company, had had conversations with Lever Bros. two years ago but the deal fell through.

At Siesel, the account was under the supervision of Louise Barbour, who had helped the agency land the business by a pitch suggesting that advertising should sell the quality of the food as well as the convenience.

Miss Barbour told Mr. Brown, "You have been selling four minutes and four minutes has no taste at all."

■ Under Miss Barbour's guidance, Dinner-Redy embarked on two quarterly campaigns in 48 markets, using newspapers and radio. At the end of these two drives Dinner-Redy sales were up 300%. They have since slipped back a little but they are still double what they were when Siesel took over the account in April.

As a matter of fact, it was Dinner-Redy's recent success in the market that helped reawaken Lever's interest in the company.

Mr. Brown, who is now an exec vp of Lever, confirmed this week that Miss Barbour did "an outstanding job for Dinner-Redy."

■ In addition to working on the advertising itself, Miss Barbour went into the field to see the Dinner-Redy brokers and instruct disc jockeys on handling of commercials. In a letter written to Miss Barbour when it became known that the account would have to move to a Lever agency, Mr. Brown said:

"All of us here have felt that much of our success is due directly to your creative imagination, and to your continuous concern for our business welfare.

"When you first took over our account, I told you that circumstances forced us to be more than usually concerned with productive results of money we spent in advertising. Looking back on what you have been able to do for us, I see that our stringent requirements in this direction were fulfilled even beyond anticipation."

Mr. Brown went on to explain that the account had to be moved because of the "conditions arising from the size of your agency and the relationship of this size to our projected program"—an indication that K&E will not be wanting for billings. #

'American Weekly' Adds One

The *Fort Wayne News-Sentinel* will begin distribution of *The American Weekly* with its Saturday weekend edition Jan. 17, 1960.

F&S&R Absorbs Stromberger Agency in West Coast Move

(Continued from Page 1)

has ranked first, second or third for ten years in total amount of advertising placed in business publications, but nevertheless, puts 65% of its billings into consumer advertising (35% into industrial and service advertising); gets one-third of its dollar income from merchandising materials and services.

■ One possible reason for SLM going in to the merger could be the current question mark surrounding its first and biggest account (billing more than $1,000,000), General Petroleum.

General Petroleum, along with Magnolia Oil in the South, have been autonomous divisions of the parent Socony Mobil Oil Co. Advertising has also been autonomous, although subject to over-all approval from the parent company, which has used some of the advertising originated here, the most notable of which is the Mobilgas Economy Run.

A few months ago Socony announced that by Jan. 1 the division would no longer be autonomous and all operations—including advertising—would be centered in New York. Since that time executive personnel in all divisions have been moving to New York, although the status of Frank Meunier, General Petroleum ad manager, has not been announced as yet.

■ The F&S&R agency—which today boasts no Fuller, no Smith, no Ross—grew most between 1929 and 1954. This period matches the tenure of Allen J. Billingsley as president. Mr. Billingsley, who died in October, 1954, was at the helm as the agency advanced from $2,479,000 to $41,000,000 in billings. Mr. Allen, who took over in the fall of '54, has stacked $4,000,000-plus on Mr. Billingsley's high.

■ Fuller & Smith has also been involved in a personnel shakeout in recent months. John C. Williams resigned as senior vp in charge of development on Dec. 1; Edward J. Lauesen resigned as vp and manager of the Chicago office in October, after 16 years with the agency; on the heels of Mr. Lauesen's resignation, Walter R. Ceperly, exec vp in charge of client services in Chicago, also left. Thomas J. Blee, who had been senior account executive on Westinghouse (in the Pittsburgh office), resigned in September; Robert A. Jeffcoat, who had been account executive and merchandising director, left in July for another spot.

In July the agency named David H. Echols to head its Chicago operation; John Leahy to run the San Francisco branch; Hugh M. Redhead to take over in Pittsburgh. Mr. Echols took over from Mr. Lauesen, who was moved to vp for corporate marketing programs for the agency as a whole before his departure. It added Donald E. Leonard in June as media director in New York and Samuel Arnold Allen as media director in Chicago.

■ Stromberger, Lavene, McKenzie completed an "East-West reciprocal servicing arrangement" with Bryan Houston Inc., New York, in November, 1956. (Houston was merged into Fletcher Richards, Calkins & Holden last June.) Early in 1958, John W. Shaw Advertising, Chicago, delegated western area account responsibility for M. K. Goetz Brewing's Country Club products (malt liquor, malt lager, stout malt liquor and Goetz pale near beer).

Wool Ad Groups Split on Identity of Rival

(Continued from Page 2)

this international group the Wool Bureau has always promoted wool *per se*, making no distinction between imported and American wool. The campaign has been handled by J. Walter Thompson Co., New York.

■ In the Wool Bureau's thinking, wool's big competitors are the synthetics, but the American producers have now decided they want to promote not just wool in general, but American wool in particular.

The sheep council's entire budget for wool promotion and advertising for this fiscal year is $974,000, with a slight increase recommended for the new fiscal year. Of this figure, about $650,000 went to the Wool Bureau for advertising to the consumer, trade and home economics fields, for sales training and for the "Miss Wool" competitions.

The remainder has gone to two other wool promotion groups, Woolens & Worsteds of America and Woolknit Associates, both of which are co-sponsored by the American Sheep Producers Council and by American Wool manufacturers and mills.

By setting up its own promotion division in its home office here, the council expects to achieve greater cooperation with the Woolens & Worsteds and Woolknit groups; however, it also will "continue to coordinate its programs" with those of the Wool Bureau and the International Wool Secretariat.

■ Although the Wool Bureau's program for next year is still being formulated, the bureau hopes to "streamline" its budget, so that it can channel as much money as before into advertising. It is, in fact, even hopeful that it will be able to increase its advertising for 1960, Max Schmitt, president, told ADVERTISING AGE today. The bureau's entire promotional budget has been running slightly more than $2,000,000 yearly. #

New Excise on Air Conditioners Creates Selling Spree

NEW YORK, Dec. 1—The new 10% excise tax ruling on room air conditioners, which goes into effect today, has done more to motivate purchases by retailers than "a thousand salesman," according to G. Worthington Hipple, regional sales manager of Fedders Corp.

"Unfortunately," Mr. Hipple said, "circumstances have created a shortage of air conditioners that prevents retailers from buying at a time when they most want to buy."

Speaking at a meeting of the New York Sales Executive Club last week, Mr. Hipple said factories are short of air conditioners because of (1) heavy carryover from last year, which reduced production schedules, (2) a late season heat wave which reduced stocks and (3) scarcity of steel.

■ "Any retailer that can latch on to some air conditioners at pre-tax prices can turn the tax into an asset this year and make more money than he has in many past years combined," he said.

He also noted that the late season heat wave last fall will bring customers into the store early next spring—a delayed reaction he termed "psychological receptivity." #

Robert Snyder & Associates Succeeds Kling-Bielefeld

Following a series of mergers of Kling Studios, Bielefeld Studios and Moore, Ruck & Co., merchandising and sales promotion company, a new organization, Robert Snyder & Associates, has been formed, with offices located at the former Kling-Bielefeld Studios, at 601 N. Fairbanks Ct., Chicago. Kling and Bielefeld merged last June to form Kling-Bielefeld Studios (AA, July 6).

Robert Snyder, former president of Kling-Bielefeld, is president of the new graphic arts and merchandising services organization. Other officers of Robert Snyder & Associates include Robert Eirinberg, former Kling-Bielefeld director and chairman, chairman of the board; Sy Rose, former Kling-Bielefeld senior vp, exec vp; and A. A. Kochendorfer, formerly vp at Bielefeld, vp.

Bireley's Names Dietz

Bireley's Inc., Chicago, has named Don C. Dietz to the new position of assistant to Fred Drucker, vp and director of marketing. Mr. Dietz has been midwestern district manager for the past five years.

Dickey Joins Liller, Neal

James L. Dickey III has joined Liller, Neal, Battle & Lindsey, Atlanta, as a copy supervisor. Mr. Dickey was formerly head of the radio-tv department of the Marschalk & Pratt division of McCann-Erickson, Atlanta.

OLD AND NEW—*Removal of the picture window and enlargement of "La Belle Chocolatiere" highlight the new package for Walter Baker's Farmington brand milk chocolate, a General Foods product.*

ADA Lauds TV Probes, Points to Toothpaste 'Hoaxes'

CHICAGO, Dec. 4—The American Dental Assn. has again applauded the investigations into tv quiz shows and voiced hope that the result will be "greater cleansing action on advertising than the mere removal of dirty fingerprints from the tv screen."

An editorial in the December issue of ADA's *Journal of the American Dental Assn.* says the investigations are throwing light on "the hoaxes perpetrated on the public by some zealous advertisers whose interest in sales far outweighs their interest in truth." The investigations have also "punctured the hard hide of the advertising industry itself," ADA says.

"There is no way of estimating how much these hoaxes have cost the U.S. public in lowered health and lost lives," ADA declares.

■ The dental group said it is particularly pleased that federal and commercial circles are becoming concerned about "untruths, half truths, unsupported claims and undelivered promises made by promoters of some dental products."

This is the second time in recent weeks that the dental association has used the tv quiz scandals as a vehicle for charges of misleading advertising for dental products. An earlier statement (AA, Nov. 23) was aimed at Colgate-Palmolive's Colgate with Gardol. #

Wintzinger Joins Ventoura

John W. Wintzinger has been named advertising manager of Ventoura Corp., Elwood, Ind., mobile home manufacturer. Mr. Wintzinger was formerly production manager and associate art director of Poorman, Butler & Associates, Muncie, Ind.

Maryland Legislature to Consider Control over Savings & Loan Ads

(Continued from Page 2)

tive depositors into believing that their savings are adequately insured. While such legislation has been pending for the last year, the recent scandals are expected to push through control measures at the coming legislative session in February.

Advertising by savings and loan associations in the past few years, competing for the depositor's dollar by offering high rates of interest and premiums, have swelled the revenue of virtually all state media.

According to the legislators drafting the proposed state controls, some associations attempt to convey the impression of complete safety for the depositor by advertising the savings as being "commercially insured," while in reality, the insurers lack adequate assets to guarantee them.

■ Maryland has some 73 federally insured building, savings and loan associations, with assets of almost $1.2 billion. While this represents about 85% of the total state resources, more than 300 other organizations, with assets of some $194,000,000, are uninsured.

The legislative subcommittee is proposing the following statutes for approval by the general assembly:

1. To make it a crime, punishable by a fine of $10,000 or imprisonment up to three years, for a building and loan association to advertise it is insured unless it has federal deposit insurance or unless its commercial insurance is with a company approved by the state insurance commissioner.

2. To require that those associations which advertise that their insurance on deposits is placed with a commercial company must use type faces just as large to advertise that the insurance is commercial as to advertise that they are insured. The name of the resident agent and insurance company home office location would also have to appear in the ads.

■ Three savings and loan companies in the state, which have extended their advertising through the mail seeking both state and out-of-state depositors, are presently under federal indictment on mail fraud charges growing out of claims that they were commercially insured. They are Commercial Savings & Loan Assn.; First Capitol Savings & Loan Assn.; and First Colony Savings & Loan Co., of Prince Frederick.

In a public statement backing certain controls over advertising and operations of state savings and loan associations, C. F. Gottschalk, executive secretary of the Maryland Savings & Loan League, commented: "The trouble has stemmed from the absence in Maryland of any supervisory legislation over savings and loan associations.

"This fact, coupled with the tremendous growth of the government insured savings and loan business during the past 15 years, has attracted certain unsavory elements of the business to this state.

"Maryland has become the Reno of the savings and loan business, and it is high time that the general assembly of Maryland act to plug up the hole." #

Thomas Industries Shifts 3 Units to Biddle, 1 to Zimmer

LOUISVILLE, Dec. 3—Thomas Industries Inc. has moved advertising for its four divisions out of Henri, Hurst & McDonald, Chicago. The Biddle Co., Chicago, got three of them, and the fourth went to Zimmer-McClasky, Louisville. Trade sources said the company spends about $450,000 annually for advertising.

Biddle's addition is part of the collection of accounts brought in by Al Stone, formerly a vp at Henri, Hurst and now a Biddle vp (AA, Nov. 30). The divisions are the Moe Light division, lighting fixtures; Wright Power Saw & Tool division, and the Benjamin Electric Mfg. Co. division.

The Sprayit division, which manufactures paint sprayers and compressors, moved to Zimmer-McClasky.

Mr. Stone and Tim Morrow, newly named vp and supervising director of Biddle, brought a total of about $800,000 in new business when they joined the agency last month. #

Hicks & Greist Boosts Two

Theodore J. Grunewald, a vp of Hicks & Greist, New York, has been elected senior vp of the agency, which he joined in 1953 as director of tv and radio. He was elected a vp in 1957. Hicks & Greist also has promoted Catherine Jackson, space buyer, to head of the print media department.

'Datebook' Names Rep

Datebook, a bi-monthly magazine for teen age girls, has appointed Ben LaMaster & Co., New York, its national advertising representative.

Donaldson Johnson Gerhold Mayer Dodge Schroeter Bogart

CITED AT THE ARF—*Ben R. Donaldson, outgoing chairman of the Advertising Research Foundation, accepts a citation from the incoming chairman, Arno Johnson, expressing the organization's appreciation of Mr. Donaldson's "eminent and constructive leadership" with the group in various capacities from 1954 on. Other officials also at the ARF annual business meeting in New York this week were Paul E. J. Gerhold, vp and national director of media and research, Foote, Cone & Belding; Robert W. Mayer, assistant research director, Young & Rubicam; Sherwood Dodge, vp and marketing director, Warwick & Legler; Harry F. Schroeter, director, general advertising department, National Biscuit Co., and Leo Bogart, director of marketing research, Revlon Inc.* *(Story on Page 44.)*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

COPYWRITER WANTED

Mid-Ohio agency serving wide-range of consumer, trade and industrial accounts has a wonderful opportunity for a good versatile copywriter. Must have at least 5 years experience. Send complete resume and salary requirements to:

Box 3152, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

PHOTOENGRAVING SALESMAN. Out-of-town plant doing top quality black-white and color seeks New York Salesman. Replies confidential.

Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT—NEW BUSINESS MAN

Fast-growing 6 year old Akron, Ohio ad agency looking for a combination new business and account contact man. Must have sound knowledge of advertising and sales promotion, be able to write some copy. Salary plus bonus arrangement. Send complete resume. All replies in confidence.

Box 3177, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A.E. WANTED NOW!

Top spot in N.Y.C. pharmaceutical adv. agency to handle million dollar account. Must have commensurate creative and administrative ability. Confidence of letter and resume will be honored.

Box 3178, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE with billing to represent Major Chicago Photographic and Art Studio. Furnish experience and background in detail.

Box 3179, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

ARTIST—Challenging opportunity for ambitious, versatile, creative artist. Well established, "one-man" agency.

The Studio Advertising Workshop
Bloomington, Illinois

ADVERTISING PROMOTIONAL MANAGER

To work for a company in the poultry and farm equipment field with national distribution. Requires creative ability, versatility and ambition. You run a one man department with assistant. Offers opportunity, challenge, and earning potential. Send resume and snapshot.

Box 3180, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE with farm or industrial client experience with twenty-five year old Midwest Agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 3181, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

SPACE SALESMAN—wanted for National Real Estate monthly magazine. Major cities and states open. Write **NATIONAL REAL ESTATE INVESTOR, 1472 Broadway, New York 36, N.Y.**

Long established 4-A agency in Southwest has immediate opening for experienced TV-Radio Copywriter/production supervisor. Must have thorough knowledge and experience in writing and production techniques for both mediums. Prefer college graduate with agency background. Excellent opportunity and growth potential for right man. Send complete resume, including previous salaries, and photo airmail to: **Ward Hicks Advertising, 315 Gold Avenue, SW Albuquerque, New Mexico.**

ADVERTISING COPYWRITER. Leading publisher seeking seasoned copywriter. Strength—strong-sell writing with ability to make layouts to guide printer. Prefer experience in promotion of services, circulation, books, etc. by mail, industrial space advertising or in other fields requiring factual as well as imaginative approaches. No beginner spot; several years of copy layout work plus additional background needed to qualify for this post. Sell yourself beyond the usual resume—this job worth it in pay and opportunities. Include salary thinking.

Box 3182, ADVERTISING AGE
630 Third Ave., New York 17, New York

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard — **Mr. Pollard**
WA 2-2306 220 S. State St., Chicago 4

CIRCULATION MANAGER for 3 farm publications. Must be experienced. Top salary and good future for right man.

Box 3183, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Free-lance experienced and creative artists who derive pride, pleasure and satisfaction from their work, for highly demanding Sales Promotion Agency. We are particularly interested in industrial, consumer, sales promotion, direct mail and short stories art. Please submit samples and resumes. Reply

Box 3186, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE OPPORTUNITY

FEATURE WRITER-EDITOR wanted by top trade magazine Requirements: (1) male; (2) under 35; (3) prolific self-starting writer; (4) willing to relocate in Madison, Wisconsin. Potential unlimited, starting salary good. A nice shop. Send resume, photo, and salary requirements.

Box 3184, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MERCHANDISING

Advtg-Sales Promoion, foods	$15,000
Advtg. Mgr, retail exp.	$15,000
Advtg-Mdse, sporting goods	$10,000
Advtg-Sales Prom, Indus. exp.	$8500
Advtg-Mdse, young grads	Open
Product Planning-Mkt, paper	$12,000
Layout Artist, agency	$7800

SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Illinois

Free-lance experienced and creative copywriters who derive pride, pleasure and satisfaction from their work, for highly demanding Sales Promotion Agency. We are particularly interested in industrial copy, consumer copy sales promotion copy, direct mail and short stories. Please submit samples and resumes. Reply

Box 3185, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

ADVERTISING, PUBLIC RELATIONS MARKETING, EDITORIAL, RADIO & TV LOOKING?!!!

Send your resume to Jim Wilson, Advertising and P R Placement Director, **Business Personnel Consultants, 1528 Walnut St., Phila. 2, Pa.** If we can assist you you'll hear from us immediately. We will work with all levels from a beginner to the five figure man (and woman, too).

POSITIONS WANTED

PHOTOGRAPHER/PUBLICIST TEAM—Available on assignment. By story or campaign. **Phone INdependence 3-8008 or write WENGAARD, 3124 N. Sacramento, Chicago**

PUBLIC RELATIONS EXPERT

Impressive record for planting industrial, personality, etc., publicity. Experienced in all editorial phases. Have advertising experience. Know production procedures. Best references.

CR 1-2817 (Los Angeles)

NAT'L. ADV. SALES SUPERVISOR

seeks connection with Midwest or West newspaper as National Advertising Manager. Strong background in organizing creative sales programs. Sixteen years top-volume producer. Works well with agency execs. Excellent references. Phone PArk 4-6037 (Glenview, Illinois) or write:

Box 3187, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced Salesman, 2 yrs. radio time, newspaper space wants space sales, 28, journalism grad., single, will relocate.

Box 3188, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

Sound 4A creative background on consumer accts. in print & TV. Special talent is organization and planning.

Box 3189, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED SCIENCE NEWS, FEATURE EDITOR?

Get more for your money, plus a woman's touch. College honors, B.S. in science, pre-med; sharp appear. & wit. Compl. reporting, editing, layout & prod., travel exper. on nat'l. news-tech. mag. at assoc. ed. level. Other specialities: nature, food, gardens, homes. Start $7,200 in job with future. Write

Box 3174, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAY THAT MILTOWN DOWN

Get expert writer to solve your copy problems. 7 yrs exp. Part time or free-lance.

Box 3194, ADVERTISING AGE
200 E. Illinois St., Chicago 22, Illinois

ASSISTANT ADVERTISING MANAGER Excellent experience: 5 years industrial advertising, 2 years sales and advertising administration, 3 years sales and merchandising. Age 35. For resume write:

Box 3195, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ICONOCLAST

Be first in your field to have one. No team man, but has two heads, five hands, long hours; likes work. Former P.R. dir. million $ agcy. Now ad mgr. multi-million $ catalog & d.m. co. & ed. 160,000 circ. trade paper. TV writer. Mail your proposition over 20 G's (no deception please) to

Bos 3196, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PART-TIME COPYWRITER BOON TO SMALL ORGANIZATION

3 days a week. Creative, diversified idea gal, 12 yrs. exp. print and radio.

Box 3190, ADVERTISING AGE
630 Third Ave., New York 17, New York

WINNING TEAM WANTS NEW LEAGUE! Top drawer Adv-PR duo tired of bottom drawer challenge. Experience + Drive are available now in package deal.

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ADVERTISING, SALES PROMOTION PUBLIC RELATIONS MANAGER

Diversified experience both Agency and Company. Excellent Administrator. Handle major responsibilities. Marketing degree, 36, family. Five figures.

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EDITOR-WRITER-PHOTOGRAPHER, 30 Top flight business publication experience in merchandising, building products and capital equipment. Write today.

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REPRESENTATIVES WANTED

SALES REPS WANTED

in major markets to sell advertising clocks in quantities to national advertisers for their dealer organizations. New designs; protected territories; commission basis.

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Long-established publisher has openings for representatives of industrial journals with extensive worldwide circulation in petroleum and mining industries.

Box 3198, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER'S REPRESENTATIVE

Long established, successful monthly trade publication, with national coverage of paper wholesalers, seeks representation in the Midwest area, including Illinois, Michigan, Ohio, Wisconsin, Indiana and Missouri. Present accounts will be turned over. Liberal commission basis. Please state publications now carried and territory covered. Reply

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630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

Young aggressive organization wanted by established merchandising trade magazine for Middle West territory. Current billing about $75,000. Please give details as to staff and publications now represented.

Box 3200, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALES REPRESENTATIVES
FULL & PART TIME

Outstanding Opportunity to sell fully proven (3 years) new medium nationally distributed thru Supermarket & Drug Chains. Contacts with food & drug product manufacturers & ad agencies essential. Representation needed full time in NYC; part time, Chicago, West Coast, other cities. Write **Box 125, Ardsley, N. Y.**

REPRESENTATIVES AVAILABLE

SPACE REP will cover New York, New England for consumer or trade publication. Best contact.

Box 3202, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

CONSUMER MAGAZINE FOR SALE

Full or partial interest in nationally distributed sport and outdoor monthly. Book profitable on circulation alone from first issue. Established 18 months. Looking for ad man or publisher to build ad volume.

Box 3166, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

ART STUDIO OR AD AGENCY

Do you want to cut your overhead? Are you spending a lot for stats and lettering? We are a small Art Studio with stat and lettering equipment. Perhaps we can get together and cut expenses.

Box 3201, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

FAMOUS RUBY RED GRAPEFRUIT
"The Luxury Breakfast Fruit"

Fancy, Tree Ripened, Sugar Sweet, Fresh from the grove to you.
Half Bushel Basket — 5.95 — delivered
Full Bushel Basket — 8.95 — delivered
10% off on your gift lists. Just send check and we'll rush fruit any date you specify.

VALLEY GOLD GIFT PACK
10 South 15th McAllen, Texas

MARKETING EXEC, MID 30's

Crack marketing, sales promotion, sales management executive in branded consumer packaged goods field, currently earning over $20,000, seeks greater growth opportunity with corporation or agency. **Contact Sy Gellman or Dave Douglas at CAREER GUIDES AGENCY,** 415 Lexington Ave., NYC 17, NY OX 7-3358

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

OUTDOOR ADVERTISING SALESMAN

Splendid opportunity for experienced man to become top executive with progressive bulletin plant. Good salary and secure future. Please write fully in confidence. **Leonard Landau, Pres., LANDAU O. A. CO., Phila. 40, Pa. Phone collect Baldwin 9-5500.**

PUBLICATION WANTED

Business magazine publisher wishes to buy industrial publication. Cash or short or long term financing.

Box 608 Advertising Age
630 Third Ave., New York 17, N. Y.

Interested in Selling Magazine Advertising?

Exceptional Opportunity Now Available
With Major Consumer Magazine Publisher

If you are under 35, have several years of business experience, above average intelligence, a strong desire to sell, and the drive, energy and will to succeed in major competition, there is a challenging and rewarding career available to you with one of America's leading magazine publishers.

No advertising experience necessary as thorough, home-office training is provided in all phases of magazine sales, promotion, and merchandising.

Interested? Write Box 755, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Artist
(Advertising)

Wanted by progressive agency in St. Louis. If you want freedom of expression in contemporary, functional style, we can promise a good future.

Samples will be promptly returned. State salary.

Box 834, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

NATIONAL FIELD SALES MANAGER

To head new Food Products Division of multi-million dollar public corporation with fabulous growth history. Must have intimate identity with Food Brokers and Chains. Capable of building and training top sales organization. Salary and incentive commensurate with experience. Reply with detailed resume, enclosing photograph to Mr. Sy Scheckner.

The Papercraft Corporation
Paper Square Pittsburgh 6, Pa.

TO ACCOUNT EXECUTIVES

An Agency background or success as a Media Man forms the perfect pattern for success with our organization, the leading company in Business Development Programs for banking.

An executive sales position with our company is now open in which you can fully utilize all the facets of your advertising background to become a successful Account Executive handling 300 banking accounts.

At present we have 23 offices in major cities throughout the country, and we are currently interested in opening offices in the state of Ohio, and in Atlanta, Georgia.

Drawing Account plus percentage assures a five-figure income, based on your ability to succeed in financial advertising.

Send resumes to J. E. Gallagher, Vice President, Box 836, Advertising Age, 630 Third Avenue, New York 17, New York, for personal conferences in above areas.

SENIOR ANALYST MARKETING RESEARCH

Leading national food manufacturer has an unusual opportunity for a man with one to three years Consumer Research experience, who is ready for a senior level responsibility. To initiate and carry out major project assignments covering entire range of activity. M.A. degree in Psychology or equivalent. Midwest location. Salary open. All replies treated in strictest confidence.
Box 833, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

OUR CLIENT HAS A DESIRABLE POSITION OPEN
ASSISTANT DIRECTOR OF ADVERTISING

Nationally known organization, predominently active in the supermarket field, offers unusual opportunity for executive to step in as the number two man in a rapidly expanding department.

The following capabilities and know-how are essential in these phases: Purchase of Printing and all types of Graphic Art, Budget Planning and Control, Market Analysis and Operational Procedure. Headquarters in Chicago, with some follow thru required in the field. Salary Open, with many company benefits. Forward letter and resume with full particulars, references, and photograph, if available, to:

POWELL SCHOENBROD & HALL ADVERTISING
230 North Michigan Avenue • Chicago 1, Illinois
Attn: R. D. Schoenbrod

(No phone calls will be accepted—all letters will be acknowledged by phone or correspondence)

NASHVILLE ADVERTISING AGENCY
seeks man, 28 to 38, with experience in writing, planning, marketing, or otherwise preparing for account executive duties. An unusual opportunity for permanent and responsible career in well-established agency.
Write Box 835, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Our 48th Year
MEDIA DIR., big-account exper. as group supervisor. All media. $20-25M
COPY, mostly TV-radio, some print. Food. Some client contact as to copy. Top-bracket agency. 16-17M
COPY, TV-radio, big agency. $12M
MKTG. EXEC., some paper industry exper. Product planning and development. Mktg. degree. $12M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago 3 CE 6-5353

OVERWORKED? HARASSED?
Combined PR, promotion, publicity know-how plus copy and editorial experience can offer you more than a buffering agent. We work faster than a magic household cleanser. Our prices are more refreshing than a mentholated cigarette.
Rothman and Fiske
1975 Hillcrest Road,
Hollywood 28, California
HO. 2-4888

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

NEED A THAUMATURGIST?
Well, I'm not one yet, but have the potential. Right now I'm just a young talented all-round adman looking for a career opportunity with a progressive agency interested in adding to its new business staff—and client roster. Will also consider creative copy slot. Presently employed as A/E.
Box 837, Advertising Age
630 Third Ave., New York 17, N. Y.

MR. AD EXECUTIVE
Looking for an account executive, ad manager, copy writer, media director or space salesman?
FRED JOHNSON
formerly with Crowell Collier, now Advertising Employment Consultant
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake St., Chicago RA 6-6187

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1062
197 NORTH LASALLE STREET CHICAGO 1 ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

The CLIPPER Creative ART SERVICE
There are many clip art catalogs available, but ONLY ONE *complete art and layout service.* Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.
$1.00 to cover cost of packing and mailing will bring you —
FREE...
THE COMPLETE CURRENT ISSUE
single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

WIENIE QUEENIE—*Holly Ray makes up a king-size kraut and frankfurter sandwich as a reminder of the forthcoming annual National Kraut & Frankfurter Week, Feb. 4-13. Copies of the poster behind Holly are obtainable from the National Kraut Packers Assn., 202 S. Marion St., Oak Park, Ill.*

Department Store Sales . . .

Sales Rise 3% in Week Ended Nov. 28

WASHINGTON, Dec. 3—Department store sales across the nation rose 3% in the week ended Nov. 28 over the similar week of 1958, the Federal Reserve Board reported today. Sales for the four weeks ended Nov. 28 were 3% ahead of the previous year, and for the year to that date they were 7% ahead.

■ Of the 12 FRB districts, largest gain was reported by Cleveland, 13%; followed by St. Louis, 11%. Atlanta had a gain of 7% and New York reported a gain of 4%; Dallas gained 2% and Chicago and Kansas City 1%. San Francisco reported no change. A 4% drop was reported by Boston, Richmond and Minneapolis; Philadelphia had a 3% loss.

Detailed breakdown of the sales for these districts will be available next week. For the previous two weeks sales were as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending Nov. 14	Nov. 21
UNITED STATES	+ 6	+ 8
Boston District	0	+ 9
Metropolitan Areas		
Boston	— 2	+10
Downtown Boston	— 5	+ 9
Suburban Boston	+ 3	+12
Cambridge	+ 3	+22
Quincy	— 1	+23
Lowell	— 5	+ 2
City		
Springfield	+ 4	+ 7
New York District	r+ 7	+ 8
Metropolitan Areas		
Buffalo	+ 1	+ 7
New York-N. E.		
New Jersey	r+ 8	+ 8
Newark	+ 7	+ 4
New York	+ 3	+ 3
Rochester	r+ 7	+ 7
Syracuse	+ 2	+ 1
Philadelphia District	+10	+ 4
Metropolitan Areas		
Wilmington	r+25	+ 7
Trenton	+11	+ 6
Lancaster	r+ 9	+ 9
Philadelphia	+12	+ 3
Reading	—11	+ 2
Scranton	+ 1	+ 3
Wilkes-Barre—Hazleton	+ 5	0
Cleveland District	+ 6	+ 8
Metropolitan Areas		
Lexington	— 2	+ 6
Akron	+ 6	+ 7
Canton	+ 6	+ 2
Cincinnati	+ 8	+10
Cleveland	+ 6	+10
Downtown Cleveland	+ 4	+ 9
Columbus	+ 7	+12
Springfield	+13	+12
Youngstown	— 2	+ 6
Erie	+ 3	+ 9
Pittsburgh	+ 8	+ 8
Downtown Pittsburgh	+ 8	+ 8
Wheeling	— 6	— 4
Richmond District	+ 1	+ 4
Metropolitan Areas		
Washington	r+ 2	+ 6
Downtown Washington	r 0	— 1
Baltimore	— 4	— 2
Downtown Baltimore	—10	—10
Richmond	+ 6	+ 9
Atlanta District	r+11	+ 9
Metropolitan Areas		
Birmingham	+ 2	— 8
Mobile	+11	— 9
Jacksonville	+42	*
Tampa-St. Petersburg	+28	+20
Miami	+18	+ 3
Atlanta	+ 8	+17
Augusta	+24	+16
Columbus	+ 7	+ 3
New Orleans	+ 9	+13
Knoxville	+ 5	+10
Cities		
Central Atlanta	r— 8	— 1
Miami-Downtown	r+15	+ 2
Chicago District	+ 9	+11
Metropolitan Areas		
Chicago	+ 3	+ 9
Indianapolis	+ 8	+13
Detroit	+15	+13
Grand Rapids	+10	+ 8
Milwaukee	+13	+15
St. Louis District	+ 7	+ 7
Metropolitan Areas		
Little Rock	+13	+ 1
Louisville	+10	+11
St. Louis	+ 4	+ 6
Memphis	+14	+16
Minneapolis District	— 7	0
Metropolitan Areas		
Minneapolis-St. Paul	*	*
Minneapolis and Suburbs	*	*
St. Paul	—11	0
Cities		
Duluth-Superior	— 1	— 4
Kansas City District	+ 3	+ 5
Metropolitan Areas		
Denver	+ 1	+ 8
Topeka	+ 1	— 4
Wichita	+ 3	— 5
Kansas City	+ 7	+10
Downtown Kansas City	+ 2	+ 6
St. Joseph	r— 5	0
Lincoln	r— 6	+ 1
Albuquerque	+ 4	— 6
Oklahoma City	+ 3	— 3
Tulsa	+ 1	+18
City		
Joplin	r+31	+ 4
Dallas District	+ 8	+10
Metropolitan Areas		
Dallas	+11	+15
El Paso	— 4	+ 1
Fort Worth	+ 3	+ 4
Houston	+18	+17
San Antonio	+12	+10
San Francisco District	+ 2	+ 2
Metropolitan Areas		
Los Angeles-Long Beach	+ 3	+ 4
Downtown Los Angeles	— 6	— 3
Westside Los Angeles	— 3	+ 1
Sacramento	+ 3	+ 3
San Diego	0	0
San Francisco-Oakland	— 1	0
San Francisco City	0	+ 3
Oakland	— 6	—11
San Jose	+14	+19
Portland	+ 2	+ 1
Salt Lake City	+ 7	— 2
Seattle	+ 1	— 6
Spokane	— 1	— 6
Tacoma	— 3	—11

r—Revised. *Data not available.

C-M to Run Illmoky Parley

Campbell-Mithun, Minneapolis, will be in charge of the fifth annual one-day workshop of the Illmoky Advertising Club next spring. The five-year-old club is an organization of media people and retailers in southern Illinois, southeastern Missouri and western Kentucky seeking to upgrade the quality of local advertising in the tri-state area. The club grew out of an advertising and sales promotion course offered by Southern Illinois University's journalism department, Carbondale, Ill.

Recht & Co. Moves Offices

Recht & Co., Beverly Hills, has moved its offices from the Hollywood Taft Bldg. to its own building at 177 S. Beverly Dr.

NEAL V. BAKKE

MILWAUKEE, Dec. 1—Neal V. Bakke, 55, sales manager of WTMJ-TV, the *Milwaukee Journal* station, died Nov. 20 at St. Michael's Hospital. He had been ill about 18 months.

Mr. Bakke was one of the veterans in radio and television sales in the nation. He had worked for Journal Co., which owns and operates WTMJ, WTMJ-FM, WTMJ-TV and the *Milwaukee Journal*, for 32 years.

He started with Journal Co. in 1927 as a member of its promotion department and from 1929 to 1932 was manager of its public service bureau. He joined the sales staff of WTMJ in 1932 and was named sales manager of WTMJ and WTMJ-TV in 1949. When separate sales managers were named for each station in 1957, Mr. Bakke became the WTMJ-TV sales manager.

A native of Concord, N. C., he attended Marquette University here, majoring in journalism, and took some pre-law work at the University of California.

LEONARD C. BASSETT

CHICAGO, Dec. 1—Leonard C. Bassett, 68, former vp of Gage Publishing Co., died Nov. 27 at Weiss Hospital. Until his recent illness, Mr. Bassett had been serving as consultant for the magazine *Electrical Manufacturing*, recently acquired from Gage by Conover-Mast Publications.

Mr. Bassett joined Gage in July, 1919, as midwest representative, after an overseas stint during World War I with the 332nd infantry regiment.

Mr. Bassett's first experience in publishing was with the W. R. C. Smith Publishing Co., Atlanta, with which he had been associated prior to his military service.

Mr. Bassett was on the staff of *Electrical Manufacturing* when the publication was founded in 1928 and became a vp and director in 1931.

Ekco Promotes Smith

Malcolm Smith, formerly merchandising vp of Ekco Products Co., Chicago, has been promoted to the new post of foreign division vp. He will direct Ekco's export-import operations and the company's Canadian and Mexican subsidiaries. Charles Moffat, who has been a product planner in Ekco's housewares division since 1956, has replaced Mr. Smith as director of the housewares division's merchandising department.

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age — and watch the action! Your message gets results because it's read by over 158,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.
Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____
My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Burnett 'Friendly' Spanking Angers Magazine Men

(Continued from Page 1)

ized condemnation."

The association said that while some experiments with gatefolds, inserts, etc., are "frankly controversial, they mark significant steps forward."

■ Seemingly a bit startled at the fuss he had kicked up, Mr. Burnett told Advertising Age in Chicago today:

"I want you to understand that I was talking to these people the way you talk to personal friends, and I didn't expect to start any general excitement.

"Because we've been handling the savings bond campaign, they insisted that I make a five-minute talk at lunch. So, when I got up that morning in the hotel, I sat at the desk in my room and wrote down a few thoughts, because I didn't want to get up and just give out five minutes of banalities.

"It was a small meeting, and closed, and I knew practically every one there personally," Mr. Burnett said. "I was just telling them—as a friend—some of the things they ought to be looking at."

■ Mr. Burnett seemed aware, however, that his friends might not take kindly to his remarks, because he prefaced his talk to the publishers by saying: "Maybe you won't speak to me when I leave the room, but it is only because I have such respect for magazines and their potentiality . . . that I feel so deeply on the subject."

Then he proceeded:

"Never in my 40 years in the advertising business have I seen magazines generally so blind to their mission in life.

"Never in my experience have I seen such bitter and destructive selling as now exists, not only in the advertising business generally, but particularly in the magazine industry.

"I refer particularly," he said, "to the mad race to provide the most of everything *quantitative*—more regional editions, more local editions, more split-runs, more different and sometimes bizarre ad sizes, more circulation at any cost, and so many flips, flops, folds, inserts and coupons that many a magazine today looks like a convention issue of the 'Gadget & Gimmick News'."

■ Not all these devices are bad, Mr. Burnett said. "Many of them are geared to the needs of modern marketing. What I do deplore, however, is that growing emphasis on these devices tends to overshadow the editorial integrity of a magazine and what I refer to as its mission in life.

"Regrettably also in this numbers race, there is a trend in rates which is substantially outdistancing the trend in circulation—and this is a situation we cannot live with for long."

He said that the "cat and dog fight" raging in the magazine industry, and attempts to relate magazines to broadcasting, are evidence that publishers are "succumbing to the erroneous theory that magazines are physical and neutral carriers of advertising messages."

■ Turning to the editorial side of magazines, Mr. Burnett noted: "In many instances it looks to me from the outside as though the business office and promotion boys have taken over and that the editor has been consigned to an office down the hall with no carpets, one window and a pension fund.

"I believe that in all too many cases the men with imagination—the dreamer, if you like, the courageous and sensitive soul, who knows the power of words and pictures and how to use them—has been forced to capitulate to the brass, and I mean brass in every sense of the word."

The agency chairman noted that some magazines still maintain high standards, and particularly mentioned *The Saturday Evening Post* for its "Adventures of the Mind" series.

"I don't believe there is anything wrong with magazines that a few inspired and dedicated editors and publishers, with real vision and with authority to act, can't cure," Mr. Burnett said.

■ The MPA statement, prompted by Mr. Burnett's talk, said, "Magazine editorial scope today is greater than ever; magazine editors are contributing to public knowledge and information with independence, with vitality, with force and diverse approaches."

An executive of one big-circulation magazine commented to AA that criticism of the medium for reaching for circulation "was a little like saying there should be no competition—and everybody knows two agencies in Chicago have been racing each other for years—Leo's and Foote, Cone & Belding."

He termed "laughable" the charge of business department interference with editorial content and said magazines today are "much, much better" than five years ago. He also said that the gatefolds, inserts, coupons and other new advertising devices in magazines are a "real selling force."

■ In a letter to Mr. Burnett, Henry R. Luce, editor-in-chief of Time Inc. magazines, asked: "Can you think of any time in the past 40 years when magazines have done a better job of facing the issues, be they Russia, inflation, national purpose, education, morality, Castro, old age, Africa or the Astronauts in outer space?"

He said he has "no doubt whatever that whatever is printed in the years to come will far surpass present performance. Meanwhile, our responsibility is for the present in order to make the future possible. And if we are missing any opportunities either in the realm of ideas or talent, we are always eager to be told."

■ The meeting last Tuesday was hosted by the U.S. Treasury Department to thank magazine publishers for their bond drive support, and to ask continued aid. Under Secretary of the Treasury Julian B. Baird presented awards to the MPA and to 14 publishing companies at the luncheon. #

Donnelly Forms New Agency

Thomas J. Donnelly, formerly display manager of American Express Co., New York, has resigned to start his own advertising and display agency, T. J. Donnelly Associates, 154-44 71st Ave., Flushing, N. Y. The new organization will specialize in the design and creation of displays for windows, conventions, exhibits and sales promotion, and will also handle public relations and media advertising.

Bieley Joins Kastor, Hilton

Benson Bieley, formerly an account supervisor with Compton Advertising, New York, has joined Kastor, Hilton, Chesley, Clifford & Atherton, New York, in the new post of vp and account supervisor for Snow Crop. Jim Williamson continues as account executive on Snow Crop.

DAS SPIEL VON DER AUTOMOBILE OR. HOW TO LOOK FUNNY WHILE DRIVING
DER VATER-ACH DU LIEBER! I GET BETTER THAN 35 MPW MIT MEIN VOLKSWAGEN! (DER MPW STANDS FOR "MILES PER WIND".) ALL I GOTTA DO IS GIVE BY DER KEY A COUPLE TURNS, UND I CAN GO 35 MILES BEFORE IT RUNS DOWN UND I GET SHTUCK IN DER TRAFFIC UND MAYBE GET SQUASHED BY A CADILLAC. BUT MIT DER PARTS GIVES NO TROUBLE. ALL OVER DER COUNTRY IS DEALERS MIT A SUPPLY OF ELVES!
Die Mutter: Vun thing I like is der Volkswagen ain't got der shtoopid hole by der roof so der crazy kids ain't flying those balloons oudtside und lifting up der car from der road.
VOLKSWAGEN, YOU DON'T HAVE TO COMING OUDT A NEW MODEL, BUT
DER DEALER: UND REMEMBER, MIT DER KEEP UP MIT DER JONESES! BECAUSE EVERY YEAR IS VE KEEP ALWAYS DER SAME OLD DOODLE BUG STYLE!
Der Car Krauts
VOLKS Wagen

MAD PARODY—*No, it's not a Renault ad. Nor is it a Volkswagen ad. It is a spoof from the January issue of Mad, which in actual fact carries no ads. This one follows faithfully the Renault ads, including the use of varied-color typography.*

Masland Settles on Aitkin-Kynett

Acquisition of Horizon, Carpet Importer, Boosts Anticipated Billing Level

Carlisle, Pa., Dec. 2—C. H. Masland & Sons, manufacturer of rugs and carpets, has appointed Aitkin-Kynett Co., Philadelphia, for all advertising, promotion and publicity, effective immediately.

Aitkin-Kynett was selected from a group of four agency finalists evaluated by a 15-man management committee. Each of these finalists was to receive a check for $5,000 for preparing a plan for the company (AA, Oct. 5). Instead of this compensation, the Philadelphia agency got the account. The other three agencies, all in New York, are Alfred Auerbach Associates, Donahue & Coe and Mogul Williams & Saylor. Although final presentations were made in early September, Masland delayed its decision.

W. Thacher Longstreth is the senior account executive on the account. Initially use of the trade and consumer shelter magazines is planned.

■ In September Masland acquired Horizon Carpets Inc. from Philadelphia Carpet Co. This is a recently formed company which imports Japanese carpeting. Masland is operating it as a wholly-owned subsidiary. Horizon's advertising is included in the account, Aitkin-Kynett said.

Anderson & Cairns, New York, which had had the Masland business for a number of years, resigned the account last February, effective June 30. #

Good Music Moves, Adds 2

Good Music Broadcasters, radio station representative, has moved its New York sales office to larger quarters at 355 Lexington Ave The company has been named New York and Philadelphia representative for WSWM, East Lansing, Mich., which is represented by FM Unlimited in Chicago. Good Music also has been named national representative for WFMB, Nashville, Tenn., formerly represented by FM Unlimited.

Charles Long Moves Offices

Charles A. Long Jr. Inc., display advertising, has moved its offices from Philadelphia to its new building at 2500 Haddonfield Rd., Pennsauken, N. J.

Media Let Rivals Snuff Out Vanguard, Schaflander Asserts

New York, Dec. 2—Gerald M. Schaflander, former president of Bantob Products Corp., today charged media and cigaret companies with "killing" Bantob's sole product—non-tobacco Vanguard cigarets.

Mr. Schaflander, who described himself today as a "former officer" of Bantob, reiterated charges made in September (AA, Sept. 28), that Vanguard was "shut out" of the New York market by newspapers, radio and tv stations. At the time, Bantob filed a $15,000,000 damage suit against five major cigaret makers charging conspiracy and restraint of trade. The suit, subsequently withdrawn "for the present," also alleged that the cigaret companies had applied pressure to keep Vanguard cigarets out of media.

■ Bantob has said it withdrew its anti-trust action against the tobacco companies because the federal government had "actively entered upon an investigation" of charges made by Bantob. A check with the Justice Department, however, indicated it had not started such an investigation nor given any commitment to make one (AA, Oct. 19). The department has apparently indicated a willingness, however, to receive information from Bantob about its complaints.

But today, Mr. Schaflander blamed most of his troubles on media. "They killed us," he said. "They literally choked us out. And I don't think it was an accident that not one ad got into any media—with the exception of two small newspapers out in New Jersey.

"If we could have opened in New York with our introductory campaign, we could have gone ahead with the cigaret, but media refused to take our ads and give us a fighting chance."

■ Mr. Schaflander, who at one point published his own newspaper to tell the Vanguard ad story, said he "was very bitter that the cigaret companies succeeded in putting us out of business." #

Robert Otto Appoints Two

Luiz Diaz-Albertini, formerly with Publicidad Guastella and Godoy & Godoy in Cuba, has joined Robert Otto & Co., New York, as an account executive. Dante Sierra, Argentine adman and novelist, has joined Otto's creative staff. Mr. Sierra previously worked for McCann-Erickson and Berg & Co.

Bantob Stockholders Set Reorganization; Schaflander Is Out

(Continued from Page 2)

before that was with the now defunct Biow Co. as an account executive on Philip Morris cigarets. He also at one time was associated with Young & Rubicam.

■ Bantob's Vanguard had trouble getting off the ground after its introduction into Dayton last June (AA, June 29 *et seq.*) and most of the difficulty has centered on its advertising, which has been candidly anti-tobacco ("Vanguard eliminates three agents in cigarets linked to cancer and heart disease—no tobacco tars, no nicotine, no arsenic"). Vanguard has billed itself as "a blended formula of scientifically processed natural fibers."

After the Dayton test which, according to a statement by Mr. Schaflander, "scared hell out of the tobacco industry," Vanguard was brought into New York in September.

What happened to the cigaret in New York is still being disputed. According to an anti-trust suit filed (and later withdrawn) by Bantob against five major cigaret companies, Vanguard was "shut out of New York media by interests representing the tobacco industry." Bantob also charged in the $15,000,000 action that as a result of defendants' alleged "threats" to the media, Vanguard was unable to buy space and time and consequently "many customers cancelled orders."

■ Another suit by Bantob, against the business magazine *Tobacco Leaf*, charges the magazine with inciting the tobacco industry to action calculated to destroy Vanguard. The suit, for $10,000,000, is pending.

H. W. Warden Associates, which has handled Vanguard advertising since introduction and is also listed as a creditor of the company, said it has not been approached by the new management and that it considers itself "in limbo" until the company completes reorganization, possibly under a new name. #

Waltham Names Siegmeister Exec VP Heading Marketing

Waltham Watch Co., Chicago, has named Clifford L. J. Siegmeister exec vp in charge of marketing. Mr. Siegmeister, who also was named to the Waltham board, has resigned from Benrus Watch Co., where for the past 10 years he was vp in charge of sales. Waltham will open New York marketing headquarters from which Mr. Siegmeister will operate. Waltham, which had headquartered in New York for two years, merged with Hallmark Watch Corp., Chicago, in July under the Waltham name and moved to Chicago.

C. L. J. Siegmeister

The company also announced an expanded marketing drive to begin in 1960 to mark its centennial.

Couey to Succeed Bradley

The *Birmingham News*, Birmingham, Ala., has appointed James H. Couey Jr. to succeed Harry B. Bradley, vp and general manager, who retires Dec. 31. Mr. Couey, now assistant general manager, joined the *News* as a sports writer in 1942. Mr. Bradley has been vp and general manager since 1953.

"I depend upon Ad Age for complete marketing information"

"In my position, I especially need complete and up-to-date information on every phase of marketing and advertising. I depend upon Ad Age for this—it's indispensable to me."

says **PAUL CAREY**
GENERAL MANAGER, TUSSY COSMETICS DIVISION
VICE-PRESIDENT, LEHN & FINK PRODUCTS CORP.

A graduate of Princeton (1931), Mr. Carey joined the Lehn & Fink Products Corp. as a trainee in the Bloomfield, N. J., plant. Except for a stint at the Lennen & Mitchell agency in the early part of his career and service in the Marine Corps from 1942 to 1945 (during which he attained the rank of major), he has been a one-company man. Before being named general manager of the Tussy Cosmetics Division in 1946, Mr. Carey held the post of sales manager for that division. In 1952, he also became a vice-president and a director of the parent corporation. Mr. Carey is a director of the Toilet Goods Association and the Fragrance Foundation. Outside the business world, his activities include being a member of the Cardinal's Committee of the Laity.

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